HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

Desk File

INDEX TO ISSUE OF JULY 7, 1933.

No. 636

FEDERAL RADIO COMMISSION LOSES NO TIME IN MOVING

Once the Government order had been signed, the Federal Radio Commission began vigorous preparations for moving. These began following the Fourth of July holiday with the result that the Commission is now installed in the Architects' Building, a commercial structure, located at 18th and E Streets, N. W., in Washington. This is just a block south of where the Commission was formerly housed in the Interior Department at 18th and F Streets, N. W.

It will, however, take the Commission sometime to get unpacked and straightened around. Its next meeting will not be held until Tuesday, July 11th. With Judge E. O. Sykes, Chairman of the Radio Commission in Mexico for an indefinite period, and Commissioner Lafount in the West on an inspection trip, not much business is expected to be transacted and official routine at the Commission will be suspended for the Summer.

Nevertheless, it is expected that there will be always at hand at least two of the Commissioners and sometimes three. Commissioner Hanley has returned from Nebraska. Commissioner Starbuck expects to make an inspection of aviation facilities with regard to radio but will not do this for a month at least.

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ATWATER KENT OFFERS ALL-WAVE AND MOTOR MODELS

In a new combination broadcast and short wave console, Atwater Kent has just announced a new model reaching everything between 540 and 20,000 kilocycles and designed also to meet the more exacting demands of summer radio.

For six months the Atwater Kent engineers have been working to develop this set. The result is now available in the Model 808 console, or the same equipment can be obtained in a table model cabinet, with exactly the same chasis and full size speaker.

Announcement is also made of a new compact model presenting for the first time a five tube super-heterodyne giving full advantage of the 8½ inch Atwater Kent speaker.

A new A-K motor Model 424 auto-radio is said to be "as easy to install as a spark plug." One quarter-inch hole drilled in the dash bulk-head with a few twists of a couple of thumb screws completes the installation, with one connection to the battery, another to the antenna, and the hooking-up of the suppressors.

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BROADCASTERS IN DOUBT AS TO CODE PROCEDURE

Because of the fact that they are already licensed by a governmental body, the Federal Radio Commission, broadcasters are somewhat in doubt as to procedure in formulating a code of fair practice to present to the National Industrial Recovery Administration. They are, of course, anxious to comply with the law and to work in the fullest cooperation with General Hugh Johnson, but desire to avoid a possible conflict of authorities.

Broadcasters feel that they are almost in the same category with the railroads and other carriers operating under the supervision of the Interstate Commerce Commission. The question is being given careful consideration but thus far has proved pretty much of a problem. As soon as the National Association of Broadcasters reaches a conclusion on this, a committee will no doubt be appointed and the code will be formulated, but until that time, it is not expected that much progress can be made.

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GENE McDONALD JOINS FREE GOLD MARKET COMMITTEE

Naming E. F. McDonald, Jr., of Chicago, President of the Zenith Radio Corporation as a member of the Committee to establish a Free Gold Market in the United States, J. Chester Cuppia, Partner, E. A. Pierce & Co., announced that J. H. Rand, Jr. President of the Remington Rand, Inc., Governor Rolph, Jr., of California, Carle C. Conway, Chairman, Continental Can Co., and Gen. R. E. Wood, President, Sears, Roebuck & Co., of Chicago, were among other members of the committee.

A groundwork of research has been laid by the committee in the last four weeks. A special report on the operation of the free gold market in London has been obtained from a leading gold authority of Europe, Professor T. E. Gregory of the London School of Economics and Political Science of the University of London.

Investigation of the probable effect of a similar free gold market in the United States has been made by economists in this country. Conferences have been held with others who are interested in accelerating gold production in the United States by the grubstake movement which already has sent thousands of unemployed into our western hills to pan gold.

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NEW 500 WATTER FOR PORTLAND, MAINE, RECOMMENDED

If the recommendation of Ellis A. Yost, Chief Examiner of the Federal Radio Commission, is followed, there will be a new 500 watt station established in Portland, Maine. It will be built by the Portland Publishing Co., publishers of the Portland Press Herald, the Portland Evening Express, and the Portland Sunday Telegram.

At the same time Mr. Yost recommended that the application of A. J. St. Antoine and E. J. Regan, of St. Albans, Vt., owners of Station WQDM, to change the station's frequency from 1340 kc., which the new Portland station would use, to increase the power to 1000 watts, be dismissed.

In the same case, the application of Charles W. Phelan, of the Casco Bay Broadcasting Co., a resident of Marblehead, Mass., would be denied if the recommendations of Chief Examiner Yost are followed. Also to deny the request of WFEA, the New Hampshire Broadcasting Co., of Manchester, N. H., for modification of construction permit to change its frequency to 1340 kc., which the new Portland station would have.

At the same time, Examiner Yost recommended that the application of WRDO, of Augusta, Me., to move to Portland, be denied.

Examiner Yost found that the operation of the proposed station by Mr. Phelan would cause blanketing interference to a substantial part of Portland, also to Station WSPD in Toledo.

Upon a comparative basis as to finances, program facilities, and affiliation plans, he found that the Portland Publishing Company is better qualified to serve the public than Phelan. Also that the prospective antennae system proposed by the Portland Publishing Company would provide maximum radiation and coverage in the Portland area and would reduce the probability of causing interference within the service area of WSPD, at Toledo.

Maine is due 2.2 units of radio facilities and is assigned 2.24 units.

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P. O. RULES ON FAN MAIL

Fan mail sent to feature writers in care of newspapers using their articles will no longer be forwarded to the writers without payment of additional postage, C. B. Eilenberger, Third Assistant Postmaster General has announced.

If the letters are put up in bulk packages, they may be remailed at the third or fourth class rate, according to their weight, but if they are opened, they must be re-mailed at the first-class rate.

The same ruling also applies to audience or fan mail sent originally to broadcasting stations and remailed to the headquarters of other stations of the broadcasting systems, or to advertising agencies, or sponsors of advertisers, irrespective of whether the letters are to be opened finally by the persons or concerns to whom they are remailed.

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RADIO INDUSTRY CODE MAY BE SEVERAL WEEKS IN MAKING

It was the opinion of Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, that the task of formulating a code of fair prices for the radio industry and its separate divisions for presentation to the National Industrial Recovery Administration will take at least three weeks. An outline of the code will be considered Monday at Buffalo at a meeting of the Board of Directors of the Association.

Just how it will be brought to the attention of the entire membership has not as yet been decided but there may be a meeting of the Association called to which all members would be invited.

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AL JOLSON STAGES COMEBACK

Apparently Al Jolson, who was not happily cast in his previous broadcasts, staged a comeback in his performance with Paul Whiteman's orchestra on the first two-hour radio commercial air show which made its debut recently. Following the performance he received a telegram from John S. Royal, Vice-President of the National Broadcasting Company in charge of programs, which read as follows:

"You are still what I have always thought the greatest entertainer in the world."

The next day Al received a letter from M. H. Aylesworth, the President of the NBC, which read:

"Dear Al:

"I was very proud of you last night and without question you did the greatest job you ever did on the radio and one of the greatest performances I ever heard.

"Naturally I was very pleased and want you to know that I am happy about it."

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MACKAY ENCOURAGING BUSINESS INCREASE

The business of the Mackay Radio and Telegraph Company has improved sharply since March and is well ahead of the corresponding period of 1932 and even ahead of 1931, according to A. Y. Tuel, Vice-President. Mr. Tuel attributed part of this improvement to the quickening of general business activity, part to the further extension of the facilities of the company such as the opening of point-to-point radio-telegraph circuits to Shanghai and several important points in Europe, and part to the acceptance given by steamship owners to Mackay Radio's new line of shipboard radiotelegraph equipment.

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FATHER OF NBC HEAD DIES

Dr. Barton H. Aylesworth, 73 years old, father of M. H. Aylesworth, President of the National Broadcasting Company, died in Denver, Saturday, July 1st. He was survived by his widow and a daughter, Mrs. A. W. Hahn, of Ft. Collins, Colo. also.

Dr. Aylesworth was born at Athens, Ill., and received his Bachelor of Arts degree, in 1879, from Eureka (Ill.) College. Many years later Bethany College gave him an honorary M.A., Drake University a Doctorate of Laws.

After serving as President of Drake University for eight years, 1889-97, Dr. Aylesworth was for two years pastor of the Central Church of Christ in Denver. From 1899 to 1909 he was President of the Faculty, and Professor of Political Economy and Logic at Colorado State Agricultural College. In 1910 he became a national lecturer and organizer for the National Woman Suffrage Association. He wrote "Thirteen and Twelve Others", and "Song and Fable" In 1882, he married Miss Georgia L. Shores.

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RADIO AND PHONOGRAPH TAX $110,000

The Internal Revenue Bureau reports collections during May, 1933, of the Federal 5 percent excise tax on radio and phonograph records amounting to $110,747.70. The May collections on mechanical refrigerators were $376,188.35.

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NEW WLW ANTENNA MAST ALMOST AS HIGH AS EIFFEL TOWER

Have you noticed Station WLW, of Cincinnati, coming in clearer lately. The station is testing out its 831-ft. antenna tower, which is considerably higher than the Washington Monument, in fact is almost as tall as the Eiffel Tower.

The new tower is the first completed step in the 500,000-watt transmitter plant, now under way, which will make WLW, with the possible exception of a station which is said to be operating in Russia, the world's most powerful broadcasting station. Dr. Louis Cohan recently returned from that country declared that the Russian station is using 500,000 watts.

If so, it is considerably more powerful than any in this country, no station in the United States having exceeded 50,000 watts, except experimentally. Station XER, Dr. Brinkley's station, across the Rio Grande in Mexico is said to be using 80,000 and the Mexican government just issued a license for a 500,000 watt station at Matamoros, opposite Brownsville, Texas.

The new 831-ft. antenna tower has brought pronounced increased efficiency to WLW's present 50,000-watt transmitter. Powel Crosley, Jr., in the light of messages he has received from all parts of the country believes the tower has increased the signal strength of WLW from 50 to 100 percent.

A radical departure from the traditional in design, the new tower itself acts as the antenna.

At right angles with the surface of the earth rather than parallel with it as in the case of the old fashioned antenna, the structure radiates virtually all of the electrical energy carrying WLW's signal in waves parallel with the earth. With the older type of antenna much of this valuable energy was said to have been lost in space through being radiated directly upward.

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NORWEGIAN WANTS AMERICAN POLICE RADIO

Oslo (Norway) policemen may no longer complain of flat feet. They are to be given automobiles to ride in, and what is more, they are to be given radio-equipped squad cars similar to those used in Washington, D.C. and other American cities.

They are, that is, if Alf Bjercke, an Oslo councilman who was in the National Capital last week, fresh from a study of American crime-prevention methods, has his way. As a member of the Oslo council's police committee, Mr. Bjercke anticipates little difficulty in winning the city's governing body to his view of the effectiveness of the American radio car patrol.

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BROADCASTERS TO MEET AT WHITE SULPHUR SPRINGS

The Board of Directors of the National Association of Broadcasters has selected White Sulphur Springs, W. Va., as the place for the 1933 membership meeting of the Association. The dates selected are October 8, 9, 10 and 11.

A Committee will shortly be appointed by Alfred J. McCosker, of WOR, President of the NAB, to make the necessary arrangements and outline a program for discussion.

In recognition of the importance of broadcasting, Mr. McCosker was elected a Director of the Advertising Federation of America at its meeting at Grand Rapids. It is the first time that broadcasting has been awarded a place in the governing body of the Federation, which includes all important branches of the advertising profession.

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DECLARES WYNN NETWORK NOW HAS BARRELS OF MONEY

Apparently Ed Wynn's broadcasting chain has taken on new life. At least LeRoy Mark, of Station WOL, Washington, D.C. member of the proposed network, is optimistic.

"We expect to receive test programs within the next few days", Mr. Mark said. "Western Union wires have been installed and we will be able to hear the New York auditions sitting at our desks here in Washington.

"It wouldn't surprise me if the new network didn't begin to broadcast regularly on or before August 1st. The name of the new Chairman of the Board is to be announced soon. He is a man who is known from coast to coast and the members of the Board are cracker-jacks likewise.

"The new network now has barrels of money behind it and the Board of Directors will compare favorably with that of either of the major networks. Ed Wynn himself has spent upwards of $50,000 in the venture and others are ready to back him up with whatever additional money is necessary.

"The studios in New York are completed. The equipment is Western Electric with the exception of the microphones which are RCA. The network is taking plenty of time to start but once it does, there will have to be no apologies to anybody."

Mr. Mark said that he had heard in New York that Ed Wynn was to receive $250,000 for the moving picture venture which is taking him to the Pacific Coast.

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NEW AND RENEWED CONTRACTS OF COLUMBIA

SHELL EASTERN PETROLEUM PRODUCTS - Starts June 27, 1933; Schedule: Tuesday and Thursday, 7:30 to 7:45 P.M., 4 basic stations, 4 supp.; Listing - The Road Reporter; Agency, J. Walter Thompson.

HOUSEHOLD FINANCE CORP - Starts June 13, 1933, Schedule: Tuesday, 11:30 to 11:45 A.M., 15 basic stations, 5 supp.; Listing - "Household Happiness"; Agency - Charles Daniel Frey.

BARBARA GOULD, Inc. - Renewal, June 22, 1933; Schedule: Thursday, 10:45 6o 11 A.M., 13 basic stations; Listing - "Have you Heard?"; Agency - Redfield-Coupe.

BOURJOIS, INC - Renewal - June 19th, 1933, Mondays 9:30 to 9:45 P.M., 12 basic, 6 supp. stations; Listing: "Evening in Paris"; Agency - Redfield-Coupe, Inc.

STERLING PRODUCTS, INC. - Renewal - July 3, 1933, Monday and Wednesday, 8:45 to 9 P.M. (3 days a week beginning Sept. 25th, Monday, Tuesday, Wednesday, 8:45-9:00 P.M.); Basic stations less Ft. Wayne, Minn; Listing - "Hot from Hollywood"; Agency: Blackett-Sample-Hummert.

RICHFIELD OIL CORP - New York City; Renewal - July 3, 1933; Mondays, 10 to 10:30 P.M., 11 basic stations, 6 supp.; Listing - "The Richfield Country Club (musical program); Agency - The Paul Cornell Co., Inc., New York City.

KING'S BREWING CO., Brooklyn, N. Y. - Starts Aug. 7, 1933; Monday and Wednesdays 7 to 7:15 P.M., WABC only; Listing - "King's Henchmen (Fred Berren's Orchestra, Chas. Carlisle); No agency.

HIRAM RICKER & SONS, South Poland, Maine; Starts June 27, 1933, Time: Tuesdays 9 to 9:30 P.M., WABC only; Listing: Script act; Agency - McCann Erickson, New York City.

THE FRIGIDAIRE CORP., Dayton, Ohio; Starts - July 14, 1933; Time Wednesday and Fridays, 10:30 to 10:45 P.M.; Basic stations, Don Lee plus 20; Listing: Frigidaire Program with Jane Froman and the Snow Queens (Wed.); Frigidaire Program with Howard Marsh and the Snow Queens (Fri.); Agency: The Geyer Co., Dayton, Ohio.

AMERICAN RAILWAYS (Joint Railroad Account) c/o the Caples Co., Starts June 29, 1933; Tuesday and Thursdays 10 to 10:15 P.M., 15 basic stations plus 10; Listing: "Westphal's orchestra, male chorus and dramatic dialogue; Agency: Caples Co., Chicago, Ill. (Change in time to Monday and Thursday, 9:45 - 10:00 P.M.)

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Mr. Essex gave credit to radio for aiding in putting over the Daily Times as a newspaper and Chicago's first tabloid in 1929, but stated that the amount of money spent since then for promotion over the air and the broadcasting of news flashes has not brought sufficient results to continue this affiliation. As far as news broadcasts are concerned, it was felt that the Daily Times was giving away what it should be selling, he said. The Daily Times news broadcasts over Stations WJJD, Chicago, and WINI (for WJKS, Gary), are likewise discontinued.

The Times is now the only Chicago daily without radio affiliation.

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LUCERNE CONFAB ENDS

International Radio Conference at Lucerne, Switzerland, called to revise the allotment of wavelengths, and which has been on since May 15th, has ended.

Russia refused admission to the 1927 Washington conference, had observers at Lucerne. Not being a memberof the International Union, Russia could please itself in the matter of wavelengths and programs.

Final agreement arrived at was signed by representatives of 24 countries but must be ratified by respective governments before being made public. Meantime, European manufacturers of receiving sets have to wait for station-finding scales which the shuffling of wavelengths will change.

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RADIO PROGRAM FOUNDATION ISSUES PRINTED BULLETIN

Following the example of the National Association of Broadcasters and the American Society of Composers, which formerly issued only mimeographed bulletins, the Radio Program Foundation, of which Oswald F. Schuette is President, has begun issuing in printed form the first of what are known as "R.P.F. Program Bulletins".

The first bulletin sets forth the organization and purposes of the Radio Program Foundation, and the second described in detail the acquisition by the Program Foundation of the broadcasting rights of the Ricordi catalogue.

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NBC NEW AND RENEWAL ACCOUNTS

RENEWAL - The Pepsodent Co., Chicago, Ill.; Agency - Lord & Thomas, Chicago, Ill.; Starts July 13, 1933, 7:45-8:00 P.M., daily except Sat. & Sun.; Network - WEAF, WEEI, WJAR WTAG WCSH (WLIT Mon. and Wed. Fri.) (WFI Tues. Thurs. Sat.) WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WENR WOW WDAF; Program - "The Goldbergs" - dramatic sketch.

RENEWAL - Carnation Co. (Evaporated Milk), Milwaukee, Wis.; Agency - Erwin, Wasey & Co., Chicago, Ill.; Starts July 3, 1933, Mondays 10:00-10:30 P.M., EDST; Network - WGY WBEN WCAE WTAM WWJ WLW WENR KSD WOC WHO WDAF WTMJ; Program "Contented Program" - orchestra under direction of Morgan L. Eastman; Commodores Quartet, Lullaby Lady and Gene Arnold, narrator.

RENEWAL - General Foods Corp. (Diamond Crystal Salt); New York City; Agency - Benton and Bowles, New York City; Starts July 6, 1933 Thursdays 8:00-8:30 P.M., EDST; Network - WJZ WBZ WBZA WHAM KDKA WJR; Program - "Cape Diamond Light" - dramatic sketches.

RENEWAL - General Foods Corp. (Post Toasties), New York City; Agency - Benton and Bowles, New York City; Starts June 26, 1933, Mon. Wed. Fri., 5:45-6:00 P.M. EDST; Network - WEAF WGY WBEN WTAM WWJ; Program - "Paul Wing - The Story Man" - Children's stories written and dramatized by Paul Wing assisted by small cast.

RENEWAL - Same as two above (Maxwell House Coffee); Starts July 6, 1933, Thursdays 9:00-10:00 P.M. and 1:00-2:00 A.M. EDST; Network - WEAF WEEI WJAR WTAG WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WCKY WSAI WMAQ KSD WOC WHO WOW WDAF WTMJ KSTP WRVA WWRC WIS WJAX WIOD WFLA WSM WMC WSB WAPI WJDX WSMB WKY WBAP KPRC WOAI KTBS 9:00-10:00 P.M.; KGO KFI KGW KOMO KHQ KFSD KTAR KOA KDYL, 1:00-2 AM; Last repeat coast program 1:00-2:00 AM will be Se½t. 21; Beginning Sept. 28 repeat program to coas t will be scheduled 9:00-10:00 P.M. EST; Program - "Maxwell House Show Boat Hour".

RENEWAL - Bayer Co. (Bayer Aspirin), New York City; Agency - Blackett-Sample-Hummert, Inc., New York City; Starts July 16, 1933; Time - Sunday 9:30-10:00 P.M. EDST; Network - WEAF WEEI WJAR WTAG WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WCKY WSAI WENR KSD WOC WHO WOW WDAF WTMJ CRCT CFCF KSTP WRVA WPTF WJAX WIOD WFLA WMC WSB WJDX WSMB KVOO WKY WFAA KPRC WOAI KGO KFI KGW KOMO KHQ KOA KDYL; Program- "American Album of Familiar Music" - concert orchestr under direction of Gus Haenschen - with Frank Munn and Elixabeth Lennox and Ohman and Arden.

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In the Circuit Court at Newark, RCA lost a suit brought against the Arcturus Radio Tube Co., of Newark, for $37,032, alleged to be due as royalties on tubes manufactured by Arcturus.

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No. 637

MEXICO PULLS A FAST ONE BEFORE THE CONFERENCE BEGINS

Showing that Mexico is not so dumb with regard to radio as some of our people apparently had thought was word from there on the eve of the North American Radio Conference which opened in Mexico City Monday, that new regulations providing for radio station license periods as long as 50 years had just been promulgated. Our stations are only licensed for 6 months. The significance of the Mexican move is said by experts here to be that through the longer licensing period, Mexico will not be in a position to give up any stations. On the other hand, because of our shorter period, if the Conference so decrees, there would be no reason why the frequencies of some of our stations could not be cancelled. In other words, it looks as if we could lose at the Conference, but that the Mexicans couldn't.

The fact that Mexico had sprung this surprise move came in a telegram to Philip Loucks, of the National Association of Broadcasters, from James W. Baldwin, who is acting as observer for the Association in Mexico City.

The new Mexican regulations provide that all broadcasts relative to medicine and health may be made only upon permission of the Government and that foreign studies are prohibited. This will no doubt be hailed with satisfaction by the Federal Radio Commission as it is looked upon as a direct slap at Dr. J. R. Brinkley, an American, operating Station XER, at Villa Acuna, Mexico, just across the border from El Paso.

Brinkley, a "goat gland" specialist, who claims to be able to rejuvenate the aged, originally operated Station KFKB at Milford, Kans. Complaints were made against the station by the American Medical Association and others. It is said that several Kansans volunteered to come to Washington to prove that the "goat gland" treatment had actually made them younger.

However, the Federal Radio Commission finally closed the station. Whereupon Brinkley lost no time opening up across the Mexican border, telephoning his broadcasts down to Mexico from Kansas. Brinkley has been bombarding the United States on what is declared to be between 75,000 and 100,000 watts power, which is about twice as much as is regularly used by any station in this country. Recently he was authorized to use 500,000 watts power, according to reports from Mexico.

Worse than that, Brinkley selected a frequency which seriously interferes with stations in this country. Nevertheless, he is believed to be getting his messages to a considerably greater portion of the United States than he did when he was silenced in Kansas.

Noting the success of Brinkley, Norman Baker, of Station KTNT, of Muscatine, Ia., operating a hospital where he alleged cancer could be cured, likewise thrown off the air on the complaint of the American Medical Association, is now preparing to open a station at Nuevo Laredo, in Mexico, just across the Texas border.

These evasions have naturally been a thorn in the side of the Federal Radio Commission and Judge Eugene O. Sykes, Chairman of the American delegation was expected to make a big fight on it at the conference. Former Vice-President Curtis went to Mexico especially to represent Brinkley's interests.

Mexico's new regulations apparently will hereafter preclude Brinkley's broadcasts from his Kansas studios but whether or not they will prevent his sending broadcasts down from the United States by electrical transcription (phonograph records) or having the same propaganda broadcast in person from his Mexican station is not known. Also, there is a proviso that may prove embarrassing to Brinkley that stations may be licensed only to Mexicans or Mexican corporations.

In view of the fact that Congress is considering the possibilities of requiring our broadcasting stations to pay a license fee, there is also interest here in the new Mexican regulations providing that commercial stations there must pay a tax of 5% of gross revenues and pay monthly inspection fees ranging from 150 to 750 pesos (the normal value of a peso being about 50 cents, but now down to approximately half that).

Hereafter, all advertising rates of broadcasting stations in Mexico must be approved by the Secretary of Communications.

The following is the complete text of the telegram sent to Mr. Loucks by Mr. Baldwin from Mexico City:

"New regulations issued today provide two classes of stations, commercial and cultural. Commercial stations may be licensed to Mexicans or Mexican corporations for a period of not greater than 50 years. Advertising rates must be approved by the Secretary of Communications. Commercial stations must pay tax of 5% of gross revenues and monthly inspection fees ranging from 150 to 750 pesos. Operators must be Mexicans. All programs must be in Spanish but with permission may then be given in other languages. Broadcasts relative to medicine and health may be made only after permission. Foreign studios prohibited. Retransmission permitted after prior authority."

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OPERATION OF NEW ANTENNA AT KYW

About seven months ago KYW made first use of a new type of antenna, that in effect consists of two vertical radiators, so spaced and properly adjusted in such a manner, as to concentrate the larger portion of the radiated energy in the directed direction. The unique feature of this installation was the utilization of wooden masts for the support of the conductors which radiate the 10 kilowatts of KYW's 1020 kilocycle frequency.

"The beneficial results, due to increased coverage, obtained from this installation have more than exceeded the highest expectations", according to a Westinghouse press release which describes the antenna in detail. "Signal strength of KYW was nearly doubled in the heavily populated centers in and around Chicago.

"The main antenna at KYW, generally referred to as the Exciter Antenna, consists of a wooden mast which supports a section of copper tubing 204 feet in length. When first installed, an attempt was made to work the antenna as a half-wave radiator. A tuning coil was placed midway between the top and bottom of the pole and at a height of about 100 feet, and current fed by means of a two-wire transmission system to the transmitter. This particular system presented some difficulty in the matter of tuning and adjustments and after some experiments were made, it was decided that a quarter-wave, under the circumstances would be more feasible. Since January 5, 1933, the Exciter Antenna has been worked as a quarter-wave, its advantages over the half-wave being that it is little affected by weather conditions and can be tuned and adjusted at the base of the mast. Also as the present method of operating the quarter-wave antenna makes use of a ground consisting of copper sheets and radial wires, the wood pole is very nearly at the same potential as the antenna itself, thus doing away with the possibility of loading considerable portion of the radiated energy into the supporting mast.

"When the antenna was first installed, three sets of guys, consisting of four guy wires each, were made use of to hold the mast erect. The top-most set of guys was approximately 140 feet above ground. There remained, unsupported, a 60 foot section of the mast at the top. It was decided that this presented a hazard in the case of high winds or ice collecting, and an additional set of guys was installed and attached to the mast, approximately 175 feet from the ground. All guy wires had been insulated from the ground and the pole by means of insulators and were broken up into 40 foot sections. The installation of the latter set of guys dropped the signal strength approximately five percent. More insulators were then installed in this set of guy wires, breaking the sections up into 20 feet lengths. Later, additional insulators were installed on the portion of the guy wires that were in proximity to the antenna. The signal strength then returned to its normal value. Since then, a few extra insulators have been installed in the guy wires on the second set, with a slight improvement in field strength resulting.

"KYW's new antenna since its installation has weathered a fifty-mile gale without damage and the effect of ice. On March 18, 1933, a heavy coating of ice formed on the antenna. Signal strength dropped approximately 10 percent. The reason for this was not ascertainable until one of the top guy wires burned off, due to an arc caused by radio frequency leaking across the ice from the copper tubing to the guy wire. It was noticed that even though the guy wire had dropped, an arc still held between the short section still attached to the pole and the copper tubing. By vigorously shaking one of the guy wires on the top section, the ice at this point was dislodged and the signal strength immediately returned to normal, although the remainder of the pole and copper tubing was still entirely covered with ice. Since then, additional insulators have been installed as close to the pole as possible, thus eliminating a considerable amount of coupling to the wires that are attached to the pole itself.

"The lead-in on KYW's former antenna was located in such a manner as to be inductively coupled to the 500 ohm transmission line termination in the tuning house. Upon erection of the new antenna, which was located 120 feet from the tuning house, it became necessary to install another transmission line from this tuning house to the new antenna. At the present time, the new antenna is being fed by a single-wire feeder, connected at a point about 50 feet above the ground and inductively coupled to the transmission line termination in the tuning house.

"The reflector portion of the new antenna system differs somewhat in construction from the exciter antenna for reasons of economy rather than necessity. It consists of one single wooden mast, extending 90 feet above ground and on top of which is attached a fabricated 60-foot duraluminum tower. The convention copper tubing attaches to this mast and extends down the length of the wood pole to an inductance which tunes this installation to 1020 kilocycles. This mast is guyed with a single set of four guy wires and although the fabricated tower portion of this antenna, due to its nature, collects a considerable load of ice, no mechanical or electrical difficulties were encountered."

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NEW SPOT BROADCASTING STANDARD ORDER BLANK

The standard order blank for spot broadcasting which is being worked out by the National Association of Broadcasters, in cooperation with the Advertising Federation of America, will probably be promulgated during the present week.

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FOES OF TAMMANY ASK TIME ON WNYC

The City Affairs Committee in New York has sent a letter to the Department of Plant and Structures asking for the privilege of radio time on New York City's station, WNYC, for the broadcasting of three talks on city problems by John Haynes Holmes, Chairman of the Committee; Professor Joseph B. McGoldrick of Columbia University and Paul Blanshard. All are identified with the movement to unseat Tammany at the coming city election.

The request followed a series of talks by department heads on New York City problems. It was announced that the topic of Mr. Holmes would be "Unemployment Relief", while Professor McGoldrick would discuss "The Finances of the City of New York", and Mr. Blanshard, "The Board of Aldermen."

"We should like to hear from you at the earliest possible moment whether these speakers and topics are acceptable", Mr. Holmes wrote. "We shall regard your attitude in this matter as a test of the non-partisanship of the city radio station."

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ANPA ISSUES NEWSPAPER RADIO ADVERTISING COMPARISON

The Bureau of Advertising, American Newspaper Publishers' Association, made public the results of a study of newspaper, magazine and broadcast expenditures for advertising in 1932. The survey showed that newspapers received about 59 per cent of the aggregate appropriations of 432 national advertisers, and were the preferred medium in nineteen out of thirty leading trade groups.

We have this report in G.F.

It was shown that this representative group of advertisers spent $116,200,000 in newspaper space, compared with $52,301,139 in magazines and $25,321,984 in broadcast, a total of $193,823,123. Of 342 newspaper advertisers, 150 also used magazines, while 111 also used radio.

In the automobile and trucks group, 82.4 per cent of the advertising expenditures went to newspapers. The newspaper share in some of the other groups was: gasolines and motor oils, 74.2 per cent; druggists' sundries, 65.2 per cent; financial, 68.3 per cent; soft drinks, 63.8 per cent; railroads, 92.7 per cent; steamships, 83.8 per cent; clothings and shoes, 87 per cent.

Sixty-two national food manufacturers, accounting for a total advertising expenditure of $37,958,000, spent 46 per cent of this appropriation in newspapers, compared with 34.7 per cent in magazines and 19.3 per cent in radio. In the tobacco division, nine companies spent together $25,724,865, of which 72.3 per cent went to newspapers, 11.2 per cent to magazines and 16.5 per cent to radio.

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MEXICAN CONFERENCE MAY LAST TWO MONTHS

The importance of reaching an international agreement for the use of radio facilities in North and Central America was emphasized by Eugene O. Sykes, of Jackson, Miss., Chairman of the Federal Radio Commission and head of the United States delegation at the opening of the North American Radio Conference in Mexico City on Monday.

"Our difficulties", declared Mr. Sykes, "should not be as great as those which confronted the European broadcasting conference, recently concluded. Let it not be said of us that continental Europe, with the vast intricacies of its problem, was able to reach an agreement and that North and Central America failed."

It was predicted that the Mexican Conference may last as long as two months.

According to a dispatch to Washington, President Rodriguez, of Mexico, is to receive former Vice-President Curtis at the Palace Wednesday. Mr. Curtis is down there representing Dr. Brinkley whose station was closed down in Kansas and who has since been operating, much to the discomfiture of the Federal Radio Commission, from Mexico. President Rodriguez did not open the Convention as had been expected but sent someone in his place.

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HOLLYWOOD BELIEVED TO BE CENTER OF TELEVISION INDUSTRY

Radio executives think Hollywood will be the center of the new industry, television, when it comes along, and they're looking over the ground out there.

"M. H. Aylesworth, NBC's president", according to Pathfinder Magazine, "has signed for a big studio in the town where the stars always shine."

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BELL LABORATORY RESEARCH DIRECTOR DIES

Harold De Forest Arnold, Director of Research of the Bell Telephone Laboratories, died at his home at Summit, N. J., Monday morning, of a heart attack. He was 49 years old.

Mr. Arnold was among the first to appreciate the necessity for a high vacuum in order to realize the full possibilities of the three-element vacuum valve and assisted in research to discover means of obtaining it and of taking full advantage of the space charge effect of electrons. He designed not only vacuum tubes but methods for their manufacture as a part of the telephone industry.

During this work he introduced the oxide-coated filament as a source of electrons and adapted tubes to use in long-distance wire and radio communication. In recognition of this work, Mr. Arnold received the John Scott Medal in 1928.

He also had a part in the development of permalloy and perminvar, magnetic alloys, the first of which is used in submarine telegraph cables to increase their effective capacity more than five-fold and which has also brought about reduced distortion in electrical sound apparatus, and the second of which is used in the cores of loading coals in telephone circuits.

A statement from the Bell Laboratories said that "under his efficient direction, not to mention his very definite contribution of ideas, fundamental research work upon many phases of the communication art has been carried on. These have notably advanced the whole telephone art, both wire and radio; they have made available new methods in land wire telegraphy; in submarine cable telegraphy they have furnished a new type of cable with appropriately modified methods of operations; they have given new methods of recording sounds, making possible improved phonograph records and making practical the so-called talking movie; and, finally, not to extend the statement further, this work finds more or less direct application to the problem of those with impaired hearing."

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NBC AND RCA OBSERVERS AT MEXICO CITY

C. W. Horn, Chief Engineer for the National Broadcasting Company, is acting as observer for that company at the North American Radio Conference in Mexico City. A. J. Costigan is there representing the Radiomarine Corporation.

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KFWI'S EQUIPMENT SEIZED

Station KFWI is off the air since Graybar Electric Co. seized $25,000 worth of equipment for which the station still owed. Western Electric technical material was purchased by the indie station recently when the broadcaster's old equipment was declared obsolete.

Radio Entertainments, owners of the station, continue to maintain a telephonic connection, answering all questions about programs with, "We're not sure of the definite hour we'll be back on."

The situation, however, isn't so bright as the old equipment can't be used and there isn't enough dough for the new stuff, let alone buying more.

Graybar is trying to peddle the seized equipment, and will let it go for about $10,000.

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LEAGUE INVITES KALTENBORN TO GENEVA

The Secretariat of the League of Nations has extended a formal invitation to H. V. Kaltenborn, Columbia's news analyst, to come to Geneva for several weeks in August and September as consultant on broadcasting League proceedings. The League now owns and operates one of the most powerful broadcasting stations in Europe and desires to make more of a feature of broadcasting proceedings of the Council and Assembly, and of putting the leading statesmen of the world on the air from Geneva.

Kaltenborn, who currently is covering the London Economic Conference for the Columbia network, is holding in abeyance his definite acceptance of the invitation until completion of tentative broadcasting plans for this coming Fall and Winter.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(July 11, 1933)

KFH, Radio Station KFH Co., Wichita, Kans., modification of temporary license, pursuant to and in conformity with the Mandate of the Court of Appeals of the D.C., contained in that certain Stay Order granted by said Court July 10, 1933, in Cause No. 6006, Unity School of Christianity (KOQ) Appellant, v. F.R.C. in said Court and in effect subject to the further order of that court and the Commission pending determination of the issues raised by said appeal (Station KFH to operate 5/7 time on 1300, 1 KW; WOQ 2/7 time on 1300.

Also, WOI, Iowa State College of Agr. & Mechanic Arts, Ames, Ia., special temp. authority to remain silent Thanksgiving Day, Christmas Day and January 1, 1934, provided Stock Market is closed on those dates; WBZA, Westinghouse Electric & Manufacturing-Co., Boston, Mass., C.P. to make changes in equipment; WHEF, Attala Milling & Produce Co., Kosciusko, Miss., modification of C.P. extending commencement date to July 24, and completion date to Jan. 24, 1932; KFLX, George Roy Clough, Galveston, Texas, license covering move of transmitter and studio, 1370 kc., 100 watts, unlimited time.

Also, National Broadcasting Co., Inc.: New - Portable and Mobile, (2) applications, C. P. and license, General Experimental service, frequencies 34600, 41000, 51400, 60000 to 400000 kc., 1 watt power; General Electric Co., New - Mobile, Schenectady Co. N.Y., 2 new C.P.'s for general experimental service, frequencies 27100, 34600, 41000, 51400, 60000 to 400000, 401000 and above kc., 50 watts; Commissioners of Township of Abington, Abington, Pa., General experimental C.P., frequency 34600 kc., 15 watts; WPEI, E. Providence Police Dept., E. Providence, R. I., C.P. to install new equipment in police transmitter; City of Port Huron, Mich., C.P. for police service, 2414 kc., 50 watts; W8XAS, Victor George Martin, Portable & Mobile, Rochester, N. Y., general experimental license, 23100, 26000, 27100, 34600, 41000, 60000, 400000 kc., 25 watts; M. & H. Sporting Goods Co.: W3XAX, Portable, and W3XAW, Portable and Mobile in New York and New Jersey, general experimental licenses, frequencies 41000, 51400, 61000, 81000 kc., 20 watts.

Also, Aeronautical Radio, Inc.: New at Kansas City, Mo., C.P., aviation service 278 kc., 15 watts; New at Murfreesboro, Tenn., C.P. to move existing station approximately 400 feet; WAEN, Evansville, Ind., C.P. to move transmitter approximately 300 feet; KGUE, Brownsville, Texas, aeronautical point-to-point station license, frequencies 2316, 2356, 3467.5, 4740 kc., unlimited, 6540, 6550, 6560, 8015 kc., day only, 150 w.; KGTH, Salt Lake City, aeronautical point-to-point license, 2720, 2732, 4110 kc., unlimited; 6510, 6520, 6530, 8015 kc., day only, 150 watts; KGSK, Billings, Mont., aviation license, 2668 and 2672 kc., 400 watts; WAEO, Chicago, aircraft license, frequencies 2906, 3072.5, 3088, 4967.5, 4987.5, 5672.5, 5692.5 kc., 400 watts; KGTH, Salt Lake City, aviation aeronautical license, frequencies 2906, 3072.5, 3088, 5672.5, 5692.5 kc., 400 watts; KGSS, Denver, Colo., aviation aeronautical license, frequencies 2906, 5692.5 kc., 100 watts; KGSK, Billings, Mont., aviation aeronautical license, frequencies 2854, and 3005 kc., unlimited, 5377.5 kc. day only, 400 watts;

Also, W5XC, Rev. Lannie W. Stewart, Shreveport, La., general experimental license, frequencies 1594, 34600 kc., 100 watts; Press Wireless, Inc.; W9XAV, Portable and Mobile, Elgin, Ill., W2XDT, Portable and Mobile, Hicksville, N. Y. general experimental licenses, frequencies 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 kc., 100 watts; WJU, Hicksville, N. Y., modification of C.P. to add frequency 10750 kc., in place of 5285 kc., and add Winnipeg, San Francisco, Chicago, Buenos Aires, Havana and Rome as additional points of communication, and change description of transmitter; WJS, WAFH, WCX, WHL, Hicksville, N. Y., modification

of existing licenses to authorize use of additional transmitter No. NY#7; Sun Oil Co.: WBFG, Aboard "Pudden", and WBFH, aboard "ENA", application for Third Class Ship station license to authorize use of high frequency transmitter for the cruiser launch "ENA" & "PUDDEN", in connection with oil drilling operations in Louisiana near Gulf of Mexico.

Also, Nakat Packing Corp.: KJI, Nakeen, Alaska, public coastal-coastal telegraph license 425 and 500 kc., 200 watts; KICC, Nakeen, Alaska, license, fixed public point-to-point telegraph 274 and 178 kc., 200 watts; KUU, R. R. Farish, Steamboat Bay, Alaska, public coastal - Coastal Telegraph license 500, 425 kc., 200 watts; Also same KICV, (Farish) fixed public point-to-point telegraph license 274, 268, 256 kc., 200 watts; WPFQ, Borough of Swarthmore, Swarthmore, Pa., police service license, 2470 kc., 50 watts; WPFU, City of Portland, Portland, Me., modification of C.P. to extend completion date from July 1 to July 10, 1933; WPFS, Buncombe Co., N.C. Asheville, N. C., modification of C.P. (Police Service) to extend completion date to July 31, 1933, and increase power from 100 to 200 watts temporarily.

Also, KGZT, Santa Cruz Co., Santa Cruz, Cal., modification of police C.P., extending completion date to Sept. 30, 1933; K7XD, Tel. Bond & ShareCo., Ketchikan, Alaska, modification of general experimental C.P. extending completion date from Aug. 18, 1933 to Feb. 1, 1934; W8XL, The WGAR Broadcasting Co., Cuyahoga Heights Village, Ohio, modification of C.P. extending completion date to Feb. 25, 1934; KIDB, A. A. McCue, Kasaan, Alaska, renewal of fixed public point-to-point telephone license, in exact accordance with existing license, also granted modification of license for additional point of communication, WXH, Ketchikan; Edward Bennett, Norfolk, Va., amateur first class license.

Also, Bell Telephone Laboratories, Inc.: W2XDJ, Whalepond Road, N. J., and W2XAY, Portable, renewal of special experimental license in exact conformity with existing license; American Telephone and Telegraph Co. , Portable in Sussex, Morris, Essex and Somerset Counties, N. J., and W2XA, Rocky Point, N. Y., renewal of special experimental license in exact conformity with existing license; Ford Motor Co.: W8XE, and W8XC, Dearborn, Mich., and W9XH Lansing, Ill., renewal of special experimental licenses in exact conformity with existing license; RCA Communications, Inc.: K6XO, Kahuku, Hawaii, and W6XI, Bolinas, Cal., renewal of special experimental licenses in exact conformity with existing licenses; KGZB, City of Houston, Texas, authority to test municipal police station.

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: WAAW, Omaha, Neb.; WABC-WBOQ, New York; WAIU, Columbus, Ohio; WAPI, Birmingham, Ala.; WBAL, Baltimore; WBAP, Fort Worth, Tex.; WBT, Charlotte, N. C.; WBZ, Boston, WBZA, Boston; WCAU and auxiliary, Philadelphia; WCAZ, Carthage, Ill.; WCCO, Minneapolis; WDZ, Tuxcola, Ill.; WEAF and auxiliary, New York; WEEU, Reading, Pa.; WENR and auxiliary, Chicago; WESG, Elmira, N. Y.; WFAA, Dallas, Tex.; WGY, Schenectady, N. Y.; and auxiliary (WGY);

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INDEX FOR ISSUE OF JULY 14, 1933

No. 638

JERSEY STATION COMPLAINS OF WJSV INTERFERENCE

Apparently Station WJSV, Columbia station in Washington has met another difficulty in its effort to change the direction of its broadcasting waves so as not to interfere with other stations. By means of a directional antenna it had succeeded in eliminating a clash between itself and the Naval Research Laboratory about a mile away across the Potomac River, but in so doing, Station WHOM, of Jersey City has complained to the Federal Radio Commission that WJSV is deflecting the waves in its direction and causing interference.

Harry C. Butcher, General Manager of WJSV, said that his chief transmitter engineer, William Criz, had reported to him that WHOM had made the same complaint to the Radio Commission about two years ago. This was before Columbia had acquired the station and when WJSV was still located south of Alexandria, at Mt. Vernon Hills, Va. Mr. Criz was at that time the engineer at the old WJSV.

Mr. Butcher further declared that Columbia engineers in New York City had reported to him that since WJSV's directional antenna had been installed that the signals from WJSV were much weaker than before. Inasmuch as Jersey City is just across the river from New York, Mr. Butcher said that he was puzzled by this discrepancy.

He concluded by saying that it was the first complaint WJSV had received from anywhere under the new conditions.

Station WHOM operates on a frequency of 1450 kilocycles which is but ten kilocycles separated from WJSV. According to the mileage tables there should be no interference between these two stations and thus far there has not been but WHOM has now asked for a hearing before the Federal Radio Commission in order that it may show that the directional antenna of WJSV is now causing it trouble.

The Jersey City people, however, do not ask that WJSV be closed down or that it be restricted in any way until the Jersey station has had further opportunity to make additional observations.

Interference to WHOM perplexes engineers because it had been thought that the waves of WJSV had been directed north and south. The Naval Research Laboratory is east of WJSV and WHOM, in Jersey City, is northeast. The former station operates on 10,000 watts power and the latter 250 watts.

An investigation into the situation is being made by the Federal Radio Commission engineers but, as yet, no date has been set for the hearing, if one is to be held.

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NAB TO COLLECT TRADE STATISTICS

In line with the plans developed at the recent meeting of the Commercial Section of the National Association of Broadcasters at Grand Rapids, immediate steps are being taken by the Association for the collection of fundamental trade statistics regarding broadcasting and broadcast advertising.

"At the present time the broadcasters are less equipped to furnish fundamental statistics regarding their industry to business men or government agencies desiring such data than is any other advertising medium", Philip G. Loucks, Managing Director said. "It is impossible at the present date even to estimate the total amount of money being spent by companies for broadcast advertising. Other than figures regarding total network revenue from the sale of time, nothing is available in this field.

"Since it is estimated that the national network revenue comprises no more than one-half of the total amount spent on broadcast advertising in this country, national network figures are utterly inadequate as a measure of the trend of business in the radio field.

"It is highly necessary, therefore, that equally comprehensive information be secured regarding the trend in national spot broadcast advertising and in the volume of advertising being carried on by local business organizations over stations. It is also important that a close check be kept on the trend of broadcasting advertising volume in various industries, both as regards their general radio advertising and with respect to their use of network and spot broadcasting.

"Similarly it is necessary to have information as to the trend of broadcast advertising volume in different parts of the country, and to keep a close watch on the development of broadcast advertising as compared with the volume of business placed in newspapers, magazines, and other competing media.

"A plan covering these and other features has been developed for the NAB by Dr. Herman S. Hettinger, of the Wharton School of Finance and Commerce of the University of Pennsylvania. Dr. Hettinger has been active in broadcast advertising and general merchandising research for some years. His present plan is the result of several months' investigation of the work being carried on by various trade associations and competing media. During the course of the investigation advertising agencies, market research experts, broadcasters, government officials and trade association executives were interviewed, while the records of leading organizations were studied thoroughly.

"Dr. Hettinger will have supervision of the establishment of the trade statistics service of the Association, and has consented to act as consultant to the Association in this capacity during the next several months."

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KIPLING PROVES SPLENDID BROADCASTER

The broadcast from London by Rudyard Kipling, G. K. Chesterton and Marquess of Crew from the Royal Society of Literature's luncheon for Canadian authors, doubtless will be remembered by all who had the good fortune to hear it.

Although this was his first appearance before the microphone, and broke a self-imposed rule against broadcasting, which he had followed since radio came into being, Mr. Kipling showed not one iota of fright in a speech polished and effective to the last comma. Nowhere was his salient ability to get things across with no lost motion better demonstrated.

The Marquess made an excellent introductory talk, and Mr. Chesterton gave America listeners many chuckles occasioned not only by his remarks but by his typical British verbalisms.

A thing which struck us in listening to the affair was its contrast to some of our luncheons. There was no story about the two Irishmen, no slap-stick comedy, no girls in from the vaudeville theater, and no second-rate music. The orchestra, as was everything else connected with the British luncheon, was subdued. All, in fact, was what seemed to us tremendously good taste.

One rarely hears a softer or more pleasing voice than that of Kipling, whose remarks he addressed to "My lords, ladies, and gentlemen". Chesterton, over the radio, came most to sounding like a "stage" Englishman but even so, was delightful as was the whole affair.

It was too bad that it came so early in the morning that so few could take time to tune it in because listening to the luncheon (which we did before we had had our breakfast) was like a visit to old England itself. The broadcast was by far the clearest we have ever heard from overseas and gives an idea of the improvement in transatlantic broadcasts and what we may expect in the future.

Kipling in 1901, in his book "Traffics and Discoveries", wrote "Wireless", one of the first fiction stories ever written about radio.

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RADIO ANNOUNCERS AND NEWSPAPER MEN TAX EXEMPT

Radio announcers, newspaper reporters, photographers, telegraphers and persons of similar vocation, who are admitted free to any place for the purpose of performing special duties in connection with the event, and whose special duties are the sole reason for their presence at the event and for free admission thereto, are not liable for any tax on admission, according to a ruling by the Commissioner of Internal Revenue.

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SOUTHWESTERN RADIO CO. CONSPICUOUS BY ABSENCE

Upon the calling of the case of the Southwestern Radio Telegraph Co., of San Diego, Cal., which had applied to the Federal Radio Commission for a construction permit for a new public coastal station of 2 kw, no one appeared on behalf of the applicant. Accordingly Ralph L. Walker, the Examiner, recommended that the application be denied as in cases of default.

Spencer Gordon and Fontaine C. Bradley appeared for the Mackay Radio & Telegraph Company, respondents, and Frederick Leuschner appeared for Radiomarine Corporation of America, respondents.

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RCA VICTOR INCREASES PAY

The RCA Victor Company, effective July 24, will increase wages for all hourly rated and piecework employees 10 per cent, according to an announcement by W. R. G. Baker, Vice-President. The company is taking this step, Mr. Baker said, to further the efforts being made by the national government to increase buying power and to increase employment. It is estimated that this wage increase will affect about 80 per cent of the employees of the company.

This wage increase, it is said, will be subject to such modification as may be necessary upon the establishment of a code for the radio industry.

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COLUMBIA BEATS NBC TO BALBO

Columbia put over a fast one on its rival, the National Broadcasting Company, by bringing the voice of Air Minister Gen. Italo Balbo into the United States shortly after the Italian seaplanes arrived in Shediac, New Brunswick, Thursday. What the cause of the NBC disadvantage was is not known but Columbia had General Balbo all to itself for about a half an hour.

It was a surprise broadcast with no time to give listeners advance notice. The Air Minister declared that speaking into a microphone was not a natural thing for him to do and he would much rather fly. The cheering crowds could be distinctly heard and the greatest enthusiasm prevailed.

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SEES RADIO INDUSTRY AS VULNERABLE TO REFORMERS

A second article "Static Ahead!" by Allen Raymond in the "New Outlook" magazine for July, of which former Governor Alfred E. Smith is editor, is even more critical of radio than was the first article of the series published in the same magazine last month.

Mr. Raymond, a former London correspondent of the "New York Times" in his most recent article writes, in part, as follows:

"When Congress, yielding to the political pressure of reformers and other persons with axes to grind, comes to consider what shall be done with this strange mixture called Radio - part show business, part newspaper, with a dash of the schoolmaster and an overdose of house-to-house peddler - the commercial broadcasters are likely to awaken to the fact they have very few friends.

"Was there ever an industry which in a few brief years made so many enemies?

"The newspapers are hostile competitors in news dissemination. They feel that they have been exploited and gulled into giving the new radio 'art' barrels of free publicity, and are aggrieved at a lamentable lack of quid pro quo in paid advertising.

"The amusement world is far from friendly, though radio as an industry has become inextricably entwined with the movies, and has yielded rich salaries to comedians, crooners, saxophone players, and night club maestros. Nevertheless, Broadway considers that radio has destroyed more performers than it has created."

"In September and October, 1932, there were at least twenty-five coast-to-coast hook-ups, and listening to these, the movie men figures, were about 40,000,000 persons. At least one in five of those would very probably have sought surcease from human sorrow at his local theatre, if he had not been, able to get free entertainment at home. Eight million persons, depositing a quarter apiece twenty-five times in the course of two months, would have swelled the revenues of Hollywood."

"Tin Pan Alley, as represented by the American Society of Authors, Composers and Publishers, has been fighting the broadcasters violently for years, and so crucial is their battle now that they have engaged the subtle Ivy Lee to mould public opinion against their foes in the radio field.

"To be sure, the talents of that master publicist, Oswald F. Schuette, have now been summoned to the aid of the broadcasters in their fight with the musicians. But Mr. Schuette, within the last few years, made so remarkable an assault on the 'Radio Trust'

and the 'Radio Racketeers', (hiw own coined expressions) as to be credited with having forced the dissolution of a vast, illegal monopoly. However much that great campaign within the courts of public opinion may have gained for the surviving independent radio manufacturers, radio as an industry will be many a year in allaying the popular suspicions of its purposes, and the popular antagonism toward its leadership, which Mr. Schuette and his backers so cleverly aroused."

"In other words, radio as it exists today is so vulnerable that it would be a push-over for a real first class reformer like the late Wayne Wheeler. And it fights for its life on airways that it never can own, because Congress has recognized them as public property. Every six months the commercial broadcasters have to go before the political representatives of the American people and get renewed permission to use the 'frequencies' which have been allotted to them temporarily by the government on grounds of 'public interest, convenience and necessity.'

"All the broadcasters' investments in luxurious studios and expensive transmitters are predicated on the gamble that they can continue to convince the politicians that they, rather than some other agency, can best serve the public. No wonder Roy Howard scoffed, at the Associated Press meeting in April, at the idea of radio broadcasters going to war with the press. 'Not while their property rights in the air rest on so flimsy a foundation', he asserted.

"Yet now the war is on, and all the enemies of commercial broadcasting are heartened. For the broadcasters make enemies on two counts, primarily by the quality of their programs, and secondarily by the character of their trade practices."

"The brief preamble of Senate Resolution No. 129, introduced by Senator James Couzens, of Michigan, is perhaps the most significant portion of it. In seventeen pungent words it sets the seal of Senatorial approval upon a popular indictment of radio programs as infantile twaddle mingled with impudent salesmanship.

"'Whereas there is growing dissatisfaction with the present use of radio facilities for purposes of commercial advertising', the resolution starts. It under-states a fact so obvious that it is beginning to be perceived by the masters of radio themselves, high in their ivory towers and surrounded by yes-men. The number of radio critics increases. Their Bronx cheers grow violent.

"The spear-head of a rising popular demand that broadcasting as we know it today be drastically altered is undoubtedly the National Committee on Education by Radio, with headquarters in Washington, D. C., of which Dr. Joy Elmer Morgan is chairman. This organization has supporters by no means contemptible, though the broadcasters sneer at it as 'an uplift racket.'

"Specifically it asks that fifteen percent of available air channels be set aside for educational broadcasting, as may be required by state and private educational institutions. It is the belief of the committee that a development of radio by non-commercial agencies is quite as essential to the welfare of the country as is the development of broadcasting by commercial agencies, and it maintains that whenever a non-commercial agency and a commercial have come into conflict, the commercial has won, for several understandable reasons."

"The basic argument which assailants of commercial broadcasting count upon most surely to rally a great popular following is the unanswerable statement that radio programs under commercial auspices have been terrible. Awful! Unfit for human consumption!"

"The illusion of the ignorant, so carefully fostered by propaganda of the broadcasters, that listeners escape paying for their radio entertainment because commercial sponsors pay the immediate fees for it, will not stand an instant's thoughtful examination. Consider the testimony of Harold L. Stuart, president of the financial house of Halsey, Stuart & Co., early this year, before a Senate committee. This was the concern which sponsored a program of advice on investments, in the late lamented boom days, and made $36,000,000 in paper profits ballyhooing the utilities stocks of the Insull companies. Halsey, Stuart & Co., acting on the advice of Merlin H. Aylesworth, president of the National Broadcasting Company, hired a college professor with an 'honest sounding' fatherly voice to take the air under the pseudonym of 'Old Counsellor', and to 'educate the public on investment topics.' In other words, 'Old Counsellor' was set to work, talking in the homes of the uneducated, warning them of the pitfalls before unwary investors, and counselling them to have faith in the stocks that Halsey, Stuart & Co., as a reputable concern, was handling."

"What a wealth of ammunition is in the reformers' locker! All the evidence which led to the dissolution of the R.C.A.-General Electric-Westinghouse tie-up, by direction of the Federal Courts. All the evidence from those suits against the Radio Corporation which Lee De Forest won before the struggle broke him. And the visible presence of Merlin Aylesworth at the head of the nation's biggest chain of broadcasting stations, - a chain owned lock, stock and barrel by RCA.

Mr. Aylesworth is an able organizer. Astute and personable. Ingratiating, even. But because of his record as head of the now defunct National Electric Light Association, there is scarcely a liberal in the country who does not distrust him."

"It was Aylesworth who urged public utility executives to subsidize professors of economics in the colleges, and who informed them they need not mind the expense, because the public was bound to pay the expense. Quotations from his advice to the

utility men form part of the standardized anti-radio propaganda of today, because the power and public utility interests, whose servant was the N.E.L.A., are undoubtedly the most unpopular commercial group in the country with the possible exception of the bankers."

"Dissatisfaction with the present system of trying to govern a commercial broadcasting business by a board of political appointees, acting for six-year terms at modest salaries, is rampant even in the industry itself. Following a recent decision by the United States Supreme Court which strengthened the Commission's grip on radio, making its power to give or take away a wave length absolute, except for provable caprice, Broadcasting, the trade publication of the studios, said editorially that the decision had thrown a wave of fear into owners of studios in thirty 'over-quota' states."

"Congress is bound to thresh out this whole business of commercial broadcasting and its regulation at the next regular session. Specific broadcasting stations and chains have their friends in the House and Senate, but commercial broadcasting as a whole has been acquiring enemies even faster than advertising contracts.

"There will be far more non-commercial broadcasting in the hands of governmental units, universities, churches, and endowed foundations than there has been in the past - after the smoke of political conflict clears away."

A third article in this series on radio by Mr. Raymond will appear in the August issue of "New Outlook".

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CAPT. GREENLEE NEW HEAD OF NAVAL RESEARCH LABORATORY

Capt. Halford R. Greenlee, U.S.N., Director of the Naval Engineering Experiment Station at Annapolis, has been ordered to duty as Director of the Naval Research Laboratory at Bellevue, D.C. He will succeed Commander E. D. Almy, U.S.N., who has gone to duty at the Mare Island Navy Yard.

As commanding officer of the Bellevue station, Captain Greenlee will supervise the work in conducting tests and maintaining specifications for machinery and inventions. The Belevue station also carries on work in electrical engineering and on special scientific and technical problems.

Captain Greenlee was born in Lyndon, Ill., in 1881, and was appointed to the Naval Academy in 1901. During the World War he werved as engineer officer on the "U.S.S. Nevada" and later as executive officer of the "U.S.S. Louisiana". In 1919 he was attached to the Bureau of Steam Engineering and in 1925 was appointed as aide on the staff of the commander of the Destroyer Squadrons, Battle Fleet. He returned to the Bureau of Engineering in 1927, and has been on duty as the Director of the Naval Engineering Experiment Station since 1930.

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WTMJ SEEKS NEW FACILITIES

The Milwaukee Journal, which operates Station WTMJ, made two important applications to the Federal Radio Commission last week. The first was for a construction permit for a new station to use the frequency of 900 kcs. with 1000 watts power at night, and 2500 watts to local sunset time. Unlimited hours were asked for and a request was made for the frequencies of WHA, Madison, Wis., and WLBL, Stevens Point, Wis.

The second application filed by the Milwaukee Journal was for a modification of license to change the frequency and power of WTMJ from 620 kcs. with 1000 watts power at night and 2500 watts power to local sunset, to 670 kcs., and 5000 watts power. In doing this, the Journal requested that it be allowed to avail itself of the frequency of WMAQ, Chicago, WHA, Madison, Wis., and WLBL, Stevens Point, Wis.

At the present time, Station WMAQ, which was taken over from the Chicago Daily News by the National Broadcasting Company some time ago, is operating on a clear channel with a frequency of 670 kilocycles and 5000 watts power.

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AUTO RADIOS MEET FAVOR IN ENGLAND

Radio receiving sets for installation in automobiles are catching the public fancy in Great Britain and there are indications that they will become an important item in the radio trade.

A report received in the Electrical Equipment Division of the Commerce Department from Trade Commissioner Floyd E. Sullivan, London, says that one of the most currently popular models measures about 12 inches by 7 inches by 5 inches, is mounted in a single cellulose-sprayed steel cabinet and may be installed within easy reach of the driver. The superheterodyne circuit comprises four tubes.

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Col. Thad Brown, of the Federal Radio Commission, was called to Ohio on account of the death of his mother-in-law.

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JENKINS TELEVISION ASSETS SOLD FOR $200,000

All property and other assets of the Jenkins Television Corporation were sold at auction today at Wilmington, Del. to the receivers for the DeForest Radio Co. for $200,000.

The assets include all patents of the Jenkins Corporation and shares of stock in the Jenkins Laboratories, Inc.; the Canadian Television Co., Ltd., and the Jenkins Television Co. of New Jersey.

The sale to the DeForest Company, the only bidder, was made by the receivers of the Jenkins concern.

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NBC NEW AND RENEWAL ACCOUNTS

CHANGE - G. Washington Coffee Refining Co., WJZ, original time Wednesday 9:00-9:30 P.M., 12:15-12:45 Midnight, on Sept. 27, 1933, and thereafter this program will be changed to Wednesday, 8:30-9:00 P.M. on WEAF and network 12:15-12:45 midnight. Program not scheduled to start until Sept. 27; Station List; WEAF WEEI WTIC WJAR WTAG WCSH WFI-WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WLW WMAQ KSD WHO-WOC WOW WDAF CRCT CFCF 8:30-9:00 P.M.; KOA KDYL KGIR KGHL KGO KPO KFI KGW KOMO KHQ KFSD KTAR 12:15 - 12:45.

NEW - F. W. Fitch Co. (Fitch Shampoo), Des Moines, Iowa; Agency - L. W. Ramsey Co., Davenport, Iowa; Starts September 24, 1933, Sunday 7:45-8:00 P.M.; Network - WEAF WEEI WTIC WJAR WTAG WCSH WFI-WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WHO-WOC WOW WDAF; Program - undetermined.

RENEWAL - Larus & Bro. Co., (Edgeworth Tobacco), Richmond, Va.; Agency - Batten, Barton Durstine & Osborn, 383 Madison Ave., NewYork City; Starts July 5, Wednesday 10:00-10:30 P.M. EDST; Network WEAF WEEI WTIC WJAR WTAG WCSH WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WLW WENR KSD WOC WHO WOW WDAF WTMJ KSTP WIBI WEBC WDAY KFYR KGO KFI KGW KOMO KHQ KOA KDYL KGIR KGHL; Program - "Corn Cob Pipe Club of Virginia" - informal rural singing and novelty program; humorists, negro spirituals, novelty orchestra, barnyard imitations and other features.

NEW - Ford Dealers (Automobiles), Cleveland, Ohio; Agency - Critchfield & Co., Cleveland, Ohio; Starts July 3, 1933; Mon. to Thurs. incl. 7:30-7:45 P.M. WEAF WFBR WRC WGY WBEN WTAM; Mon. to Thurs. incl. 7:45-8:00 P.M. WLW; Mon. to Thurs. incl. 11:15-11:30 P.M. WENR KSD WOC WHO WKBF WTMJ; Friday 10:30-11:00 P.M. WEAF WLIT WFBR WRC WGY WBEN WTAM KSD WENR WOC WHO WKBF WTMJ; Program - "Lum and Abner" - Mon. to Thurs. incl.; "Lum and Abner Sociable" Friday.

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WHB, Kansas City, Mo., WHDH, Boston, WHEB, Portsmouth, N. H.; WJR, Detroit, Mich.; WLS and auxiliary, Chicago; WAAQ, Chicago, WMAZ, Macon, Ga., WMBI, Chicago; WNYC, New York; WOAI, San Antonio and auxiliary; WOC-WHO, Des Moines; WOI, Ames, Ia.; WOR, Newark, N. J.; WOV, New York; WPG, Atlantic City; WPTF, Raleigh, N. C.; WRVA, Richmond, Va.; WSB, Atlanta, Ga.; WTAM, Cleveland, Ohio; WTIC, Hartford, Conn.; KDKA, Pittsburgh; KEX, Portland, Ore.; KFEQ, St. Joseph, Mo.; KFI, and auxiliary, Los Angeles; KGDM, Stockton, Cal.; KGO, San Francisco; and auxiliary; KGU, Honolulu; KIEV, Glendale, Cal.; KJBS, San Francisco; KJR, Seattle, Wash.; KMOX, St. Louis, Mo.; KMPO, Beverly Hills, Cal.; KNX, Los Angeles; KOA and auxiliary, Denver; KPCB, Seattle, Wash.; KPO and auxiliary, San Francisco; KRLD, Dallas, Tex.; KSL, Salt Lake City; KTHS, Hot Springs National Park, Ark.; KVOO, Tulsa; KWJJ, Portland, Ore.

Miscellaneous

WOW, Woodmen of the World Life Insurance Association, Omaha, Neb., reconsidered and granted application for full time on 590 kc., application of WCAJ for facilities of WOW retired to closed files; WCAJ withdrew its objections and consented to grant of full time to WOW; the license of WCAJ is to be surrendered; KOAC, Oregon State Agriculture College, Corvallis, Ore., application for renewal of license designated for hearing.

Ratifications

Action taken June 29 - KEBZ, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate station aboard vessel "Exporter" as 1st and 3rd class, pending receipt of formal application; Action taken June 30: KPDX, Mackay Radio & Telegraph Co., San Francisco, granted 60 day authority to operate station aboard vessel "La Placentia", 100 watts, frequency range 375 to 500 and 100 watt tube range 5500 to 22000; WLER, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate station as "North Wind" instead of "Nosa Duke", pending receipt of formal application; Action taken July 3: KDFN, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate additional 50 watt transmitter aboard steel "Voyager", 375 to 500 kc., pending receipt of formal application; WHDL, Tupper Lake Broadcasting Co., Tupper Lake, N. Y., special temporary authority granted to operate until 9 P.M. months of July and August; WFOX, Paramount Broadcasting Corp., Brooklyn, N. Y., granted authority to take depositions of 20 witnesses in New York on July 11th; New - Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., granted special temporary authority to operate general experimental station W1XAK as special experimental station; any frequencies in the band 2000 to 4525 kc., allocated to Navy Dept., subject to requirement that frequencies are to be used only upon specific order of the Navy Department; Action taken July 5: KGRO, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate station aboard vessel "Thalia" pending receipt of formal application, frequency range 17100 to 8200 kc., 50 watts.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

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No. 639

MEXICAN DEMAND FOR LARGE NUMBER OF CHANNELS DISCOUNTED

From an American standpoint, the early reports from the North American Radio Conference at Mexico City are a trifle disconcerting. One from James W. Baldwin, official observer of the National Association of Broadcasters is to the effect that Mexico may consider area as a basis for its claims and that it will ask only for facilities in the present broadcast band. This would mean, according to a report from still another source, that Mexico might demand as many as 20 channels, both exclusive and shared, for its use.

These early reports, however, in the opinion of a seasoned Washington observer should not disconcert the American delegation. He discounted absolutely such a demand as, say, for 20 frequencies, if the Mexicans should ask for as many as these.

"This is out of all proportion to their needs", he said. "To begin with, they are not ready to invest as much money as would be required to build up many stations at this time. At these conferences, they always start out with theoretical allocation plans, such as by area, population or number of listeners, but as a rule, these practically don't work. Insofar as area is concerned, if the Sahara Desert happened to be on a continent which was being divided up for radio allocations, it would get all of the stations because of its size, but that wouldn't mean anything.

"The main thing to consider is what is fair to the listener. There are in the United States, supposedly about 20,000,000 listeners, and in Mexico, probably not more than 300,000 or 400,000, mostly around Mexico City. Therefore, that would make a demand from Mexico for, say, 20 frequencies, assuming, of course, that the report of such a demand is correct, clear out of all proportions. Likewise, broadcasters who are already operating stations unquestionably have certain rights which will be recognized.

"So, in my opinion, after a great deal of preliminary talk, and each side gets pretty well worn down - you want to remember that they haven't even started yet - the difference between Mexico and the United States, if there is to be one, will resolve itself into the question of how many stations Mexico can operate, how many frequencies it can actually avail itself of, and what facilities it really needs to accommodate its listeners. I think the whole thing will be settled on that basis."

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TO ESTABLISH PROGRAM CLEARING HOUSE

Following the approval of the general plan by its committees, the National Association of Broadcasters has taken immediate steps to establish a Program Clearing House.

The theory prompting the recommendation and establishment of the clearing house is that there is a wealth of program material existing, either in use or in the files of stations which could be used with profit by other non-competing stations throughout the country.

A station in one part of the country might have developed an especially effective manner of presenting a program to be sponsored by a local bank. Another station, situated in another part of the country, might have a bank as a potential customer. Its own ideas thus far might not have met with approval on the part of the bank's officials, and the station, therefore, would be anxious to receive any ideas available as to what might be done in the way of a bank program. It might be that the program of the first station would be ideally suited to meet the problem. If the two stations could be brought together, therefore, both would profit. The one station would sell the other its program, while the other would have found the program which it needed.

The NAB program clearing house will not handle any continuities itself. It will merely transfer request for further information to the station originally offering the continuity, leaving it to the executives of the two stations to effect a satisfactory arrangement among themselves.

The clearing house is but the beginning of a comprehensive plan of program service on the part of the NAB. Other items included for later consideration are matters such as studies of program costs, talent costs and sources, programs for special uses such as department store programs, community cooperation programs, program aspects of station promotion and similar features.

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STAY ORDER GRANTED TO WOQ

A stay order was granted last week to Station WOQ, of Kansas City, Missouri, in connection with a recent decision of the Federal Radio Commission giving Station KFH, Wichita, Kansas, WOQ's time on the frequency of 1300 kcs.

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NEW ORLEANS STATIONS ORGANIZE NEWS SERVICE

Formation of the City News Service to furnish local and national news to radio broadcasting stations in New Orleans, La., was announced last week by Edwin D. Barber, former newspaperman, who heads the service.

Organization was started shortly after New Orleans newspapers had warned radio stations that they would go to court unless the stations ceased "pirating" news from the papers. Station WDSU ignored the warning, and Judge Walter L. Gleason of civil district court issued an injunction June 29 restraining the station from broadcasting news until it was 24 hours old.

Mr. Barber, who expressed the belief that the radio news service was the first of its kind in the United States, said that teletype machines will be installed in the subscribing radio stations, which he said, includes WDSU, WWL, WSMB and WJBO. The central transmitting teletype machine, he said, would be located at police headquarters.

Each story will be confined to a 35-word bulletin, Mr. Barber said, regardless of its nature. The subscribing stations have regular news broadcasting times, but all have agreed to use flashes on important news.

National news will be furnished the service by the Consolidated Press Association of Washington, D. C., Mr. Barber said, and the service is now receiving a daily 5,000-word news summary by wire from Washington. Bulletins are also being received through Postal Telegraph in conjunction with the McKay radio system. Flight of the Italian airplane armada to Chicago was "covered" by the New Orleans outfit in this manner.

Mr. Barber announced the following personnel: S. E. Evans and J. M. Chassier, police; Al Foster, A. C. Pritchard, parish, and Robert Billingsby and Ervin Viktor, state news. Mr. Barber himself acts as editor and roving reporter.

None of the personnel has had reportorial experience, with the exception of Mr. Barber, and Mr. Evans, the latter having been previously connected with advertising departments of several newspapers.

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WBAL BUILDING MAGIC HOUSE ON THE AIR

A radio program, unique in many respects, is "THE GENERAL BUILDS A HOUSE" from WBAL, Baltimore, on Thursday evenings at 7 o'clock (EST). This feature is a thrilling mystere drama; a play within a play and incorporated in this dramatic broadcast is the building of a magic house in Pinehurst, one of Baltimore's loveliest suburban sections.

The idea of building a model home on the air was first tried out in the East by WBAL last summer, Purnell H. Gould, WBAL's Commercial Representative, having originated the plan in Baltimore. That series, broadcast under the title "The House That Jack Built" proved phenomenally successful, the house being sold within 10 days after it was completed and the final program dramatizing that home building project was broadcast, and that in spite of the fact that 1932 was generally considered the worst depression year for real estate sales.

This year's magic house series, scheduled to run through the entire summer, is WBAL's own product; the drama being written by Broughton Tall, Baltimore playwright and WBAL's Literary Research Supervisor, and produced by the WBAL Players, under the direction of Evelyn Quinn, a former Broadway star with Otis Skinner, William Faversham, Maxine Elliott and other stage celebrities. The commercial side is again being handled by Mr. Gould who has worked out a unique sponsor plan, in which C. K. Wells, Jr., Inc., the Boxwood Land Co., developers of Pinehurst, the General Electric Co. and other sub-contractors engaged in the construction of the "General's" magic house, are cooperating.

"THE GENERAL BUILDS A HOUSE" is a dramatized story which the "General" tells his buddy "Lt. Carter" while he supervises the building of his home in Pinehurst. The scenes of the mystery are laid in an old deserted seaside hotel where listeners find a gang of crooks arranging for the exchange of a lovely young Russian "Mlle. Markov" (whom they are palming off as the royal Princess Anastasia, daughter of the late Czar, for the sum of $100,000 offered by a mysterious "Dr. N."). Adventure, romance and mystery run concurrently through the entire drama and listeners are held enthralled from week to week as the various chapters are broadcast. Those in the case include Edwin Tunis ("The General"), David N. Finck ("Lt. Bob Carter"), Leopold Proser, Cyrus Pinkham and Francis Swann, all of whom, with the exception of Mr. Proser, have been recruited from the Vagabonds, America's oldest little theatre group. Mr. Proser was formerly a member of the British Broadcasting Company's staff in London. The leading feminine role is taken by Mrs. Quinn herself.

The premiere performance of this mystery drama came on the air on June 8, the same day on which Frederick R. Huber, Director of WBAL, and a group of officials and executives interested in this particular home-building project, went to Pinehurst and broke the ground for this magic house.

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BROADCASTERS ENGINEER PIONEERS IN SKY WAVE AND DIRECTIONAL ANTENNA WORK

There seems to be sprouting under our eyes here in Washington a young radio expert of great promise. Only 30 years old, he is the consulting engineer of the National Association of Broadcasters and already has several notable achievements to his credit in beaming radio waves in certain directions.

Furthermore, this young man, whose name is J. C. McNary, and who was born and raised in Dayton, O., and was graduated from the University of Cincinnati, has been conducting some experiments with sky-wave radiation which, if successful, will alone be sufficient to assure him of fame and fortune.

Contrary to popular conception, radio waves, when broadcast, do not go directly from point to point on a bee-line, but rather are reflected upward until they hit the earth's ceiling, known as the Heaviside layer, and then bounce back to the earth again. On their return, they are known as sky-waves and cause an immense amount of interference. There is a crying need for the elimination of the sky-waves and young Mr. McNary, working in his little laboratory at College Park, Md., declared that he is very hopeful of the results. He believes, if successful, his anti-sky-wave antenna will also do much to eliminate fading, which is another of the great problems in broadcasting.

Mr. McNary's work in beam, or directional radio, has reached a much more practical stage. For instance, there are now three broadcasting stations operating on the same frequency. One is WKRC, at Cincinnati, using 500 watts power, KSD, at St. Louis, 500 watts, and WGR, Buffalo, 1000 watts. WKRC desires to increase its power to 1000 watts, but ordinarily this could not be done without the Cincinnati station interfering with Buffalo and St. Louis. However, the Federal Radio Commission engineers were so impressed with a setup which Mr. McNary outlined to them, that they allowed the Cincinnati station to temporarily increase its power for an experimental period. The problem is, of course, to direct the waves of the Cincinnati station north and south so that they will not interfere with St. Louis and Buffalo.

There was a similar problem here in Washington in the interference between Station WJSV and the Naval Research Laboratory, conducting tremendously important short-wave communications experiments just across the Potomac River, and not more than a mile away to the East. Naturally, radio waves radiate east and west, as well as north and south. However, in this case, to prevent interference with the Naval Research Laboratory, and, in fact, the scrapping of WJSV, it was necessary that the waves flow only north and south.

This was done successfully, apparently, and was among the first accomplishments of its kind in the history of radio.

Mr. McNary was an early consultant in this case and the work was carried out by Frank Falknor, of Chicago, chief engineer of Station WBBM, and A. B. Chamberlain, of the engineering staff of Columbia, in New York.

Incidentally, this writer has learned upon exceptionally good authority that the work at WJSV was accomplished at what seems to be a ridiculously low figure in proportion to the investment involved. If the directional experiment had not been successful, Columbia would have had the problem of scrapping a station which represented an investment close to $100,000. According to our information, it cost them only about $2,000 to make the necessary changes.

There has been a complaint in the case of WJSV from WHOM, a small station in Jersey City, that since the former station has applied directional devices, that waves have been deflected towards the Jersey station causing serious interference. This is being investigated by the Radio Commission but is not being taken seriously by engineers apparently.

Harry C. Butcher, General Manager of WJSV, declares that it has been reported to him that WHOM made a similar complaint two years ago before Columbia acquired WJSV and when the transmitter was still located at its old site at Mt. Vernon Hills, Va., south of Alexandria.

Despite any such setbacks as these which may occur, engineers believe directional work will be perfected and that it will assume even greater importance after the North American Conference, now insession at Mexico City, finishes its work. The assumption is that we will have to give up some of our broadcasting frequencies which will mean, unless stations are to be eliminated, more will have to be placed upon the same channel.

Here is where Mr. McNary and his directional radio will come into the picture. Say there are at present stations in New York, Chicago and San Francisco now operating on the same frequency. If he can succeed in successfully directing waves north and south, then perhaps stations could be included in Pittsburgh, Omaha, Denver, Salt Lake City, etc.

Directional radio, with which the young electrical expert is working, may serve to revolutionize broadcasting in the future in two ways, - first, to prevent stations on the same frequency from interfering with each other, and second, to beam it into cities.

There is nothing very new in beam radio in the communications world. Short wave messages have been beamed to Africa, to China, etc. However, broadcasters in the entertainment field have been slow to adopt these principles.

The future of directional radio, insofar as the entertainment broadcasting field is concerned, is first its ability to keep stations in nearby cities on the same channels from interfering with each other, and second, to intensify the broadcast in a certain city or territory, service range it is called by the engineers.

Mr. McNary cited an example of what is now being tried out by Station WSAI, at Cincinnati. The transmitter of this station is located at Mason, Ohio, 18 miles north of Cincinnati. Here also is located the transmitter of the famous WLW, which operating on 50,000 watts, seems to reach most everywhere.

However, WSAI is only permitted to use 500 watts power, which is the same as WRC in Washington, only the WRC transmitter being directly in the heart of the city has no difficulty covering this territory whereas WSAI, being 18 miles away from Cincinnati. desires to improve its signals into that city. It is expected, by means of directional methods, that this will be done. Needless to say, if it is successful in Cincinnati, the system will rapidly be adopted elsewhere.

As explained by the radio engineer, the directional work is accomplished by using two antennae instead of one. They are several hundred feet apart but are connected up to the same transmitter in such a way that radiation from one antenna cancels out radiation of the other in certain directions and adds to it in other directions.

The result is that the sound transmitted, or the signal as engineers call it, is louder in some directions than in others. Also, interference in directions where radiation from the two antennae cancels out, is reduced very much.

Broadcasting waves go out in circles just as when you drop a pebble into a pond and see the circular ripples go out one after another.

"If you drop two pebbles into a pond", said Mr. McNary, "within a few feet of each other at exactly the same time, you would see the way the directional antenna beam works."

Another thing in the favor of directional radio is its comparative low cost. Mr. McNary said that a setup for eliminating interference with another station would range in price from $5,000 to $25,000. This may sound high to the lay mind but in proportion to the amount invested in a broadcasting station and increased coverage which might be attained through greater power, is relatively small.

From an engineering standpoint, Mr. McNary says that broadcasting is just getting a good start. Now that the commercial setup is all fixed, the industry, as a whole will be able to take advantage of engineering developments.

The future of directional radio, insofar as the accurate measurement of distance is concerned, is first its ability to see stations in nearby cities on the same channel from interfering with each other, and secondly, to identify the transmitter of a station city or territory, certain zones it is called by the engineers.

Mr. Bolsey cited an example of what is now being tried in Station WGN, at Cincinnati. The transmitter of this station is located at Mason, Ohio, 18 miles north of Cincinnati. Because of lowered the transmitter of the latter WGN, which operates on 50,000 watts, causes to cause more interference.

However, WGN is only permitted to use 250 watts power which is the same as CKC in Washington, only the Washington station directly in the path of the city has to initially operate this territory covering WGN, being 18 miles away from Cincinnati, trying to beyond its signals into that city. It is impossible, because of directional antenna, that this will be done. However, if it is accomplished in Cincinnati, the system will produce a higher efficiency.

A solution of the radio engineer, who incidentally was accomplished in using two antennas instead of one. Only one antenna instead two which are connected up to the same transmitter in such a way that positive time one antenna equals negative of the other in certain directions and zero in other directions.

The result is that the sound transmitted, in the signal as modulated will be, in some directions, zero in other directions, twice as strong. Directional signal radiation from the two antennas towards one, is reduced very much.

Broadcasting waves go out in circles just as when you drop a pebble into a pool and the actually travels at not after another.

"If you drop two pebbles into a pool", said Mr. Bolsey, "within a few feet of each other at exactly the same time, you begin to see how the directional antenna been built."

Another thing in the tower I investigated was in the connecting the wall. Mr. Bolsey said that a method of eliminating interference with another station would cause it to lose 15 to 20,000. This was found this to be by using an phase shifter in the monitor transmitter in a grounding antenna and introduced necessary which itself is adjusted through phase meter, is today being used.

From an engineering standpoint, Mr. Bolsey says that transmitter is just getting a good start. The test has numerous in all fields, the industry, as a whole will be able to take advantage of improving developments.

Those which he sees in the near future are first, directional radio, second, anti-sky-wave protection, and third, synchronization.

Synchronization is now being developed and is where several broadcasting stations are using the same frequency at the same time. This is being tried out by Stations WJZ, in New York, and WBAL, in Baltimore. Synchronization, however, has the disadvantage that both stations have to broadcast identical programs and also that the stations must be connected by wire. The wire toll alone is something like $50 a mile per year, and likewise the other mechanism is quite expensive. Nevertheless, it is said that considerable progress is being made with synchronization.

When asked if any success had been met with in the long fight to eliminate static, Mr. McNary said, "No."

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DRY GOODS STORE PRINTS RADIO PROGRAMS

The Nashville Banner recently discontinued publication of radio programs except as paid advertisements. This action was in accordance with the resolution adopted at the recent convention of the American Newspaper Publishers' Association in New York.

Three days after the programs had been discontinued, the Castner-Knott Dry Goods Company announced its intention of publishing radio programs along with its merchandise advertising. They have continued to do so to date.

James G. Stahlman, Banner publisher, told Editor & Publisher that during the three days radio programs were not printed, the Banner received only six inquiries as to their omission.

"This reader response", Mr. Stahlman said, "Was in keeping with the Banner's experience with news broadcasts, when after a six weeks' period of experimental broadcast with what was pronounced by radio authorities as a 'knock-out program', the Banner received a total of 118 letters, postcards, telegrams or telephone calls. The program was of a promotional nature with several distinctive 'come-on' features which should have produced considerable fan mail. Of these 118 replies, 14 were from Nashville, 11 written on postcards praising the voice of the announcer; and 11 were from outside Nashville but within the Banner's recognized trade territory, as set up by the A. B. C. The other 93 came from distant places. The Banner forthwith discontinued its broadcast program."

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SYKES CHAIRMAN MEXICAN GENERAL AFFAIRS COMMITTEE

As a preliminary to getting down to business, the North American Radio Conference at Mexico City elected Judge Eugene O. Sykes, Chairman of the American delegation, to be Chairman of the General Affairs Committee. A Broadcasting Committee is headed by a Mexican, the Technical Committee by a Canadian, and the Drafting Committee, by a Nicaraguan.

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BROADCASTERS AVAIL THEMSELVES OF RESTRICTED MUSIC

Applications for licenses to broadcast Ricordi compositions, which include "Madame Butterfly" and other selections heretofore restricted, are being received in practically every mail that reaches the Washington offices of the Radio Program Foundation, according to Oswald F. Schuette, President of the Foundation. In each instance, the sublicenses are being sent to the stations by return mail so that they may make immediate use of the compositions.

According to Mr. Schuette, program directors of many stations holding such sublicenses are now compiling special Ricordi programs.

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CONTROL OF RADIO INDUSTRY BY GERMAN GOVERNMENT

The radio manufacturing industry of Germany is being organized under the Minister of Propaganda who is exercising considerable control over the manufacturing as well as over the broadcasting phase of the industry.

A report to the Electrical Equipment Division of the Commerce Department from Assistant Trade Commissioner A. Douglas Cook, Berlin, says that the manufacturers have entered into an agreement which specifies that sales may be made through a limited number of representatives for each factory, or by wholesalers. Another agreement is intended to insure a uniform basis of competition, although manufacturers are allowed to change prices at will.

The new organization, called the Wirufa, has stated that it does not expect to limit the number of radio dealers, a restriction which has been placed on retail outlets in other industries.

Among restrictions placed upon wholesalers is one prohibiting deliveries direct to users. Another provision, now being drawn up, will limit rebates and conditions of delivery. This projected proviso is said to be aimed at limiting dealers' profits.

The Minister of Propaganda has thrown the weight of his office behind the exploitation of a small receiving set, of which 100,000 are to be manufactured soon. This order will be divided up among the members of Wirufa.

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RADIO JOB AUCTION PLACES 100 IDLE MEN

Holding a "job auction" by radio and telephone in Washington, D. C., the District of Columbia Department of the American Legion, through its committee on unemployment, headed by Samuel Rose, of the Sergt. Jasper Post, succeeded in finding temporary employment for nearly 100 destitute Washington men.

Using the facilities of the National Broadcasting System, with time donated by D. J. Kaufman, "Radio Joe", the committee told of the availability for work of the men whose cases had been investigated by it, and requested that listeners needing any kind of help telephone station WMAL. The committee then arranged to have a man report for the work to be done.

A half-hour evening program proved so successful in finding work at the homes of sympathetic Washingtonians that the management of the radio station arranged for an additional fifteen minutes to be given the committee at 9 p.m. the following night. During this period approximately 50 jobs were "auctioned", each one assuring some sort of work for men long without something to do and in great need of assistance.

The Legion plans, with the cooperation of its supporters. to continue the series of "job auctions" through the period of unemployment distress.

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Herbert L. Pettey, Secretary of the Federal Radio Commission, is on an inspection trip of Western stations.

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RADIO AUDIENCE APPLAUDS COMMERCIAL ANNOUNCEMENT

Fred Waring's Wednesday night broadcasts from Carnegie Hall, in New York, over a nation-wide network produce a phenomenon the like of which radio folk never expected to witness.

"Each time David Ross, announcer, finishes his commercial message", writes Fred Baer, Old Gold's new publicity representative, "he gets the full measure of applause that has been given to Mr. Waring and his Pennsylvanians, to Mandy Lou, Babs Ryan, the Lane Sisters and all the other entertainers.

"The first time it happened, Mr. Ross stared open-mouthed at the 3000 persons in the audience. He said later that goose-flesh stood out all over him. But when he had recovered his aplomb, he modestly characterized the incident as 'the triumph of his commercial career.'

"Now it happens every Wednesday evening. The CBS business representatives, who 'never expected to live to see the day' when the 'impossible' first happened, give all credit to Mr. Ross' splendid reading. The sponsors gravely adjudge it to be due to the product they make. The advertising writers accept it as a tribute justly earned by their copy. Mr. Waring smiles and greets them all as fellow-artists."

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CBS NEW AND RENEWED CONTRACTS

NEW - Carborundum Co., Niagara Falls, N. Y.; Agency - F. H. Greene, Parsons Building, Buffalo, N. Y., starting Nov. 11, 1933, 13 basic and 2 supp. stations; Program - Carborundum Band, Sat. 9:30-10:00 P.M.

RENEWAL - Gold Dust Corp., New York City; Agency - Barton, Batts, Durstine & Osborn, New York City, starting June 29, 1933, WABC; Program - Jack Denny's Orchestra, Jeanie Lang, Scrappy Lambert, Mon. through Fri., 7:15-7:30 P.M.

RENEWAL - Tide Water Oil Sales Co., New York City; Agency - Lennen & Mitchell, 17 E. 45th St., New York City, starting July 3, 1933, 11 basic and 5 supp. stations; Program - Dolph Martin's orchestra, Traveler's Quartet, 7:30-7:45 Mon. Wed. Fri.

RENEWAL - Wyeth Chemical Co., New York City, Agency - Blackett-Sample, Hummert, 230 Park Ave., New York City, starting Sept. 26, 1933, 8 basic, 1 supp. stations; Tues. Wed. Thurs. 6:45-7:00 P.M.

NEW - American Home Products Corp., 578 Madison Ave., N.Y.City; Agency - Blackett-Sample-Hummert, etc., starting Sept. 24, 1933, 15 basi and 5 supp. stations; Sunday 2:00-3:00 P.M.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF JULY 21, 1933.

No. 640

ECONOMY FORCES CLOSING OF SEVERAL MONITORING STATIONS

On account of reduced appropriations and personnel, and in the interest of economy, it has been necessary for the Federal Radio Commission to close several of its frequency monitoring stations.

This necessitated the establishment of a schedule so that all stations could be checked or measured at least once or twice each month.

All broadcast stations within measurable range of monitoring stations will be checked or measured once or twice each month during the regular broadcasting periods of the stations. Approximately 300 broadcast stations will be required to maintain operating or silent schedules between midnight and six a.m. during the first week of each month, so that their operating frequencies can be checked or measured at long range without interference.

During the after-midnight monitoring schedule, the call letters of the station being monitored will be announced every three minutes.

Stations that are found to be operating well within the authorized tolerance of fifty cycles by means of rough checks will not be measured accurately; therefore station licensees should not apply to the Commission or the minotiring stations for records of measurements.

Stations that are found to be operating beyond the limits of the tolerance will be measured accurately, and notified.

A list of the stations scheduled for after-midnight operation, giving day and time of operation, frequency, call letters and location has just been issued by the Radio Commission.

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AMALGAMATED ENGINEER TESTS WASHINGTON STATION

Howard S. Frazier, Communications Engineer of the Amalgamated Broadcasting System, Ed Wynn's proposed chain, was in Washington recently testing out WOL'S outfit. Everything is now all set to go so far as Washington, D.C. is concerned, according to LeRoy Mark, owner of WOL.

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SUMMER TERMS WORKING OF SEVERAL BROADCASTING STATIONS

On account of reduced appropriations and personnel, and in the interests of economy, it was deemed necessary for the Radio Commission to close several of the frequency monitoring stations.

This necessitated the discontinuance of a number of stations which could be visited or manned at fewer hours or terms than usual.

All broadcast stations within monitoring range of monitoring stations will be checked or manned once or twice each during the regular broadcasting periods of the stations. Especially SCA broadcast stations will be required to maintain operation on their schedule between midnight and 6 a.m. during the first week of each month, so that their operating frequencies can be checked or measured at long range without interference.

During the after-midnight broadcasting hours, use will be made of the stations using frequencies which are monitored over other stations.

Stations that are found to be operating well within the authorized tolerance of fifty cycles by measurement through these stations will be assumed satisfactory without direct measurements which may be made by the Commission should the occasion arise.

Stations that are found to occasionally exceed the limits of the tolerance will be checked accurately, and notified.

A list of the stations monitored for the summer months, giving day and time of operation, is attached, and follows the station map just made issued by the Commission.

I N T E R N A L

ANALGAMATED ENGINEER TOOK MONITORING SERVICE

Howard M. Fowler, Communications Engineer of the Amalgamated Broadcasting System, in Sports Paradise, was in Washington recuperating out West during January. Fowler is now all set to go for as Washington, D.C. is concerned, according to Lady Fowler, overseas MC.

A N N E X E S

NEW S-C AUTO RADIO ENTERS FIELD

Qualities of tone and performance hitherto thought possible only in larger console receivers are characteristics claimed by the Stromberg-Carlson Company for its latest development, a six-tube Superheterodyne automobile radio just announced.

The Company bases its claim on the use of full-sized parts, Class A audio amplification and a full-sized electro-dynamic speaker possessing 250% greater active diaphragm area than small one-piece receivers, combined with a wooden baffle system similar to that used in larger home receivers. Engineers maintain that the six tubes used provide ten-tube operation through the employment of a tubeless "B" power unit and the arrangement of tubes to perform multiple functions.

The new receiver incorporates many features found successful by the Company in its manufacture of airplane and police radios which necessitates reliable performance under severe operating conditions. Simplified remote control mounts on the steering column within easy reach of the driver.

The set operates entirely from the storage battery and has extremely low current consumption. Its great power provides satisfactory reception under adverse conditions and adequate volume against ordinary traffic and high speed noises, it is said.

Extreme sensitivity, high selectivity, combined "off and on" switch and manual volume control for one-hand operation, tone control, automatic volume control, illuminated dial calibrated in kilocycles and lock and key operation are some of the more important features.

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RENEWAL OF CONTRACT KEEPS COBB ON AIR THROUGH NOVEMBER

Irvin S. Cobb is in receipt of a new contract which will keep him on the air at least until the end of November. His programs will continue to be heard over an extensive WABC-Columbia network on Wednesdays and Fridays at 9:00 P.M., EDST, under the sponsorship of the Gulf Refining Company. This is the second time the Kentuckian's contract has been renewed since the inception of the series.

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RADIO ASSAILED BY COMPOSERS

The era of mechanization is indicted as "the murderer of music" in a graphically illustrated pamphlet recently issued by the American Society of Composers, Authors and Publishers. What has happened to "the lovely art of music" is revealed by charts, which with figures serve as evidence that the talking pictures, radio and the phonograph have "murdered" music, at the same time failing to compensate musical genius adequately for talent and melody that have been killed.

The Society asserts that its portrayal constitutes a challenge to all who are interested in the continued creation of American music.

It is pointed out that from twelve to eighteen hours a day, every day, several hundred broadcasting stations endlessly din into the ears of millions of listeners old music and new music, sung, played, whistled, hummed, crooned by artists and aspiring artists, by professionals and amateurs, all without proper remuneration to those who create the melodies.

A song hit, it is estimated, now has only three months to live. Before melodies were impinged upon microphones, prior to 1925, a popular song enjoyed a life of sixteen months, according to the Society's figures. Popular song sales used to total up to 1,115,134 copies, but after broadcasting a total sale of 229,866 copies is considered a good record.

While the public heard songs only in theatres and music stores, sheet music, with a fair remuneration to the composer, enjoyed popular sale. Since the new tunes may be heard many times a day on the radio, the desire for music in sheets has vanished. The drop in composers' incomes from the sale of sheet music and phonograph records, therefore, is laid at the door of the broadcaster.

The President's Committee on Recent Social Trends is quoted as the source of statistics which reveal that the American people spent annually $2,214,725,000 for commercial amusements from 1928 to 1930. Each of these commercial enterprise groups, including the motion pictures, radio, theatres and concerts, dance halls, night clubs and cabarets, is dependent upon music. The Society contends that without melody each one would cease. Yet, for every dollar paid by the American populace for commercial amusement of this sort, the creators received less than one-tenth of 1 per cent as their reward, according to figures compiled by the Society.

Figures supplied by the American Federation of Musicians disclose that since 1925, when 19,000 musicians were employed in motion-picture theatre orchestras, the number has dropped to 3,000 in 1932. This decline is said to be due to mechanization of music in talking pictures.

Royalties from phonograph records dropped from $887,514 in 1926 to $86,000 in 1932. Phonograph sales in 1927 totaled $46,000,000 and $4,869,000 in 1931. For this the Society does not blame the depression but "the change in the musical habits of the nation." Piano sales reached $93,670,000 in 1925, compared with $12,000,000 in 1931, according to statistics of the Music Industries Chamber of Commerce.

The chart showing the total sales of radio sets indicates that the radio industry was a sufferer since 1929 along with the music industry. For example, in 1929, radio sales totaled $592,068,000, dropping to $124,860,000 in 1932.

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SEEKS TO MOVE THE NAVAL OBSERVATORY

A proposal to dispose of the valuable Naval Observatory grounds in the residential section of Washington, and remove the Observatory to the "Mount Weather" tract on the crest of the Blue Ridge Mountains just beyond Bluemont, Va., which is owned by the Government and has not been used for any purpose for nearly 20 years, is said to be under consideration by President Roosevelt.

The assessor of the District of Columbia has valued the Naval Observatory grounds at $1,442,400. He adds that his office values the buildings and improvements on the Observatory property at $500,000.

The Navy is just completing three new scientific buildings at the Naval Observatory. This, more than ever, militates against moving the establishment in view of the delays that would be occasioned by a shift to Mount Weather, with the Government deprived of the use of the new buildings, for which it has just paid a great many thousands of dollars. A new clock vault has recently been completed, under which the temperature is kept constant, so that the exact time may be flashed by radio and telegraph all over the United States.

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JOE PALOOKA APPEARS ON THE RADIO

Joe Palooka, "His-self", came to life over Station WOL in Washington, D. C., last week. Joe has quickly sprung into popularity as one of the new comic characters in a syndicated newspaper feature. Played by the Northern Dramatic Co., directed by Ronald Dawson, the skit has plenty of punch.

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CAPITAL REGULATIONS MIGHT BAN RADIOS IN AUTOS

While it has never been so applied, a regulation in Washington might, in the opinion of the Assistant Corporation Counsel Edward W. Thomas, be used to require police permits for the operation of radios in automobiles on public streets.

Representative Louis Ludlow, of Indiana, introduced a bill in the last session of Congress requiring a permit to have a short-wave set which might pick up police calls in an automobile. However, the regulation which Mr. Thomas refers to could be applied, he believes, if a test were made of it, to long-wave sets carrying broadcast programs.

The regulation, however, was not intended for this purpose, but was written some time ago as a protection against portable loud speakers which were carried on automobile trucks amplifying phonograph records.

The invasion of these sound trucks threatened to occasion considerable annoyance.

Although there has been much development along the line, notably a sound truck which could furnish band music for a marching regiment, and another in Huey Long's campaigns where he could put on a whole show as he passed through a village, little seems to have been heard of them lately.

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SAN ANTONIO PAPERS DROP PROGRAMS

The San Antonio dailies - Light, Express and Evening News - have just adopted a policy of omitting radio programs from their news columns, although still carrying radio highlights. A. W. Walliser, managing editor of the News stated that stories of important broadcasts would be handled on their merits as news.

Papers here long have co-operated with radio stations. Omission of the radio programs brought calls from many readers, some protesting, a dispatch to Editor & Publisher states.

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Goldy and Dusty, who have been appearing over the Columbia network since December last, will continue their program for another year. Their broadcasts will continue to be heard over the WABC-Columbia network daily except Saturday and Sunday from 9:15 to 9:30 A.M., EDST, under the sponsorship of the Gold Dust Corporation.

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RADIO SALES TALKS ON STOCKS STUDIED

An aggressive campaign against high-pressure selling of questionable stocks by radio will be undertaken by the Federal Trade Commission, Chairman March has announced.

In an effort to develop other fields of its jurisdiction under the Securities Act, the Commission is also preparing a regulation to govern the advertisement of securities in newspapers and other media.

Mr. March said that a number of reports relating to wildcat stock schemes being promoted over the radio had reached the Commission. Some broadcasts under scrutiny are said to originate at privately owned stations in Mexico.

"There is no question about the jurisdiction of the Commission over such cases", Mr. March said. "While it is not mentioned by name in every applicable section of the Securities Act, the radio, as a means of interstate communication, clearly would come within the meaning of the act as definitely as do the United States mail service, the telephone and the telegraph.

"We have received complaints about the broadcasting of sales talks on unregistered securities, some of them undoubtedly worthless, and we are going right after the offenders in every case."

Now that the machinery for receiving and reporting upon the registration of new security issues has been put into smooth operation, the Federal Trade Commission is in a position to expand its activities in administering other phases of the Securities Act, Mr. March explained.

"Since the fundamental purpose of the act is to provide the public with truth about investments offered on the market", he said, "it is necessary for the Commission to look with care into the radio selling and the security advertising problems which are involved."

A ruling designed to govern newspaper and magazine announcements of investment offerings would undoubtedly come within the scope of the Federal Trade Commission, he declared.

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STANDARDS BUREAU DROPS SOME ACTIVITIES

For the sake of economy, important activities of the Bureau of Standards will be abandoned at once to private initiative, Secretary Roper has announced.

Work which has been carried on in the field of simplification, commercial standards, safety codes and building codes, has been turned over by agreement to the American Standards' Association of New York, composed of 37 industrial groups including the Institute of Radio Engineers.

In correspondence, Howard Coonley, President of the Association, has declared that every effort will be made to continue satisfactorily the work of the Bureau of Standards.

Mr. Roper assured the Association that the full cooperation of the Bureau of Standards would be available at all times both in carrying through the transfer with a minimum of disruption and in providing at least a part of the research work necessary to the standardization projects.

"The task of turning over this work of the Division of Simplified Practice, Building and House, Specifications, and Trade Standards, and the Section of Safety Standards, will be effected gradually under the direction of the Secretary of Commerce and the Director of the Bureau of Standards", Mr. Roper said.

It was learned at the Bureau of Standards, through Dr. Dellinger that about 400 of the 900 employees at the Bureau have been discharged and that the radio section has been reduced in about the same proportion. He further said that it will not be possible for them to devote as much time as they have been in their study of radio frequency standards and radio wave variations.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(July 21, 1933)

WFQD, Anchorage Radio Club, Inc., Anchorage, Alaska, modification of license to change frequency from 1230 to 600 kc.; KGKB, East Texas Broadcasting Co., Tyler, Texas, C.P. to make changes in equipment and move transmitter within building; WMIL, Arthur Faske, Brooklyn, N. Y., modification of C.P. to extend completion date to Oct. 1, 1933; WKBF, Indianapolis Broadcasting, Inc., Indianapolis, Ind., modification of C.P. to change location of transmitter locally near Indianapolis, and granted license covering same; 1400 kc., 500 watts, specified hours, also granted authority to install automatic frequency control; KICK, Red Oak

Radio Corp., Carter Lake, Iowa., license covering removal of station from Red Oak to Carter Lake, Ia., 1420 kc., 100 watts, unlimited time; WIND, Johnson-Kennedy Radio Corp., Gary, Ind., license covering change in equipment and reduction in daytime power, 560 kc., 1 KW, unlimited time; WAGM, Aroostook Broadcasting Corp., Presque Isle, Maine, modification of license to reduce specified hours from daily 9 AM to 1 P.M, and 3 to 7 P.M. EST, to 11 A.M. to 1 P.M. and 4 to 7 P.M. EST, daily.

Also, WJZ, National Broadcasting Co., Inc., New York City, extension of special experimental authority to operate with 50 KW power for period of 6 months from August 1, 1933; KXA, American Radio Tel. Co., Seattle, Wash., granted extension of special experimental authority to operate from sundown to 10 P.M., 250 watts power, for period of 6 months from Aug. 1; WCFL, Chicago Federation of Labor, Chicago, Ill., renewal of special experimental authority to operate unlimited time experimentally on 970 kc. for period of 6 months from August 1.; WLVA, Lynchburg Broadcasting Corp., Lynchburg, Va., extension of special authority which expires July 22, for an indefinite period, to operate without place voltmeter pending repair; WJJD, WJJD, Inc., Mooseheart, Ill., renewal of special authority to begin operation at 5:30 P.M. CST, on account of daylight saving time; WODX, Mobile Broadcasting Corp., Springhill, Ala., authority to remain silent from July 20 or as soon thereafter as possible, until Sept. 10, in order to work on equipment; WHDF, Upper Michigan Broadcasting Co., Calumet, Mich., special temporary authority to operate from 9:30 to 11:30 A.M.CST, July 26.

Also, County of Nassau, Police Dept., Mineola, N. Y., C.P. 2414 kc., 200 watts; City of Lincoln, Lincoln, Neb., C.P. for police service, 2470 kc., 50 watts; Aeronautical Radio, Inc.: at Kalamazoo, Mich., C.P. aviation service, frequencies 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, and 5632.5 kc., unlimited, 4917.5 kc., day only, 50 watts; WAEI, Detroit, Mich., same frequencies as for Kalamazoo but 400 watts; at Chicago, Ill., aviation C.P. 6425 kc., 50 watts; Pan American Airways, Inc., Portable and Mobile, two general experimental C.P.s, frequencies 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 kc., 350 watts; The Goodyear Tire & Rubber Co. Wheeling, Ill., general experimental C.P., frequencies 2398, 4797.5, 150 watts; The Journal Co. (The Milwaukee Journal), Portable & Mobile, general experimental frequencies 34600, 41000, 51400, 60000-400000 kc., C.P., 1 watt, also granted license covering same.

Also, R.C.A. Communications, Inc., Rocky Point, N. Y.: WIR, modification of fixed public point-to-point telg. license to delete frequency 4276 kc.; WAD, and WQN, modification of licenses to delete Montreal and Mexico City as points of communication respectively; Libby McNeill & Libby: KIGK, Nushagak Moored Tally Scow 11 #1 Alaska, KIGO, Same Scow VI No. 4, KIGP, Same Egushik, Alaska, license, fixed public point-to-point tel. 3190 kc., 4 watts; KIGJ, Same, Scow VII #2, same except 2 watts power; WPFT, City of Lakeland, Lakeland, Fla., modification of C.P. to extend completion date to Sept. 10, 1933; American Tel. and Tel. Co.: WOX, WLK, WKK, Lawrenceville, N. J., modification of license to add Lima Peru, as additional point of communication; City of Lincoln Park, Mich.,

Police Dept., general experimental C.P. frequencies 34600, 41000, 51400 kc., 50 watts; State of New York, Division of State Police, South Schenectady, C.P. for police service, 1534 kc., 1000 watts.

Renewal of Licenses

For the regular period: WCHD, Zion, Ill.; WCFL, Chicago; WDGY, Minneapolis, WEW, St. Louis, Mo.; WJAG, Norfolk, Neb.; WJZ and auxiliary, New York; WLW, Cincinnati; WLWL, New York; WSM and auxiliary, Nashville, Tenn.; KFBI, Abilene, Kans.; KMMJ, Clay Center, Neb.; KOB, Albuquerque, N. Mex.; KSOO, Sioux Falls, S. Dak.; KXA, Seattle, Wash.

Temporary renewal of license granted subject to such action as the Commission may take on licensees' pending application for renewal in the following cases:

WHAS, Louisville, Ky.; WJJD, Mooseheart, Ill.; WORK, York, Pa.; WOWO, Fort Wayne, Ind.; WRAX, Philadelphia; WRUF, Gainesville, Fla.; WWL, New Orleans. WWVA, Wheeling, W. Va.; KWKH, Shreveport, La.; and KYW, of Chicago.

WOWO, The Main Auto Supply Co., Ft. Wayne, Ind., granted special temporary authorization to operate simultaneously during daytime with Station WWVA, subject to such action as the Commission may take on licensee's pending application for renewal of license; WWVA, W. Va. Broadcasting Corp., Wheeling, W. Va., granted same as above, except to operate simultaneously with Station WOWO; KSOO, Sioux Falls Broadcast Association, Inc., Sioux Falls, S. Dak., granted special temporary authorization to continue operation daily until 6:30 P.M. CST and on Sunday nights beginning at 9:30 P.M. CST, with reduction of power to 1 KW, subject to such action as the Commission may take on licensee's pending application for renewal of license; KMMJ, The M. M. Johnson Co., Clay Center, Neb., granted special temporary authority to operate station from 5 to 6 A.M. CST, until this period is required by Station WSB, but no later than Feb. 1, 1934, and on condition that licensee agrees to and will cease operation during said period at any time without a hearing, upon 5 days' notice; W3XY, Bell Tel. Labs., Inc., Mendham Township, N. Y., granted renewal of special experimental license in exact accordance with existing license.

Action on Examiner's Report

WMAS, WMAS, Inc., Springfield, Mass., granted C.P. to install new equipment and increase power from 100 watts to 250 watts, daytime; station to operate on same frequency (1420 kc.) and same night power (100 watts), sustaining Examiner Ellis A. Yost.

Amateur Licenses

The Commission also granted 820 amateur licenses, of which 658 were new and 162 were modifications.

Ratifications

W2AWO, Sidney W. Koran, Scranton, Pa., granted temporary authority to operate amateur station at Scranton Boy Scout Camp from July 8 to 22 (action taken July 5); W2GXV, Leo J. Donahue, Newark, N. J., granted temporary authority to operate amateur station at Camp Moore, N. J., from July 22 to Aug. 5 (action taken July 7); Action taken July 8: WKBR, Radiomarine Corp. of America, aboard "Caliche", Washington, D. C., granted 60 day authority to operate station aboard vessel "Caliche", pending receipt of formal application, frequencies 17100 to 8200 kc., 150 w.; WKDI, same, aboard "Amazon", Washington, D. C., granted same as above except frequencies 17100 to 2000 kc., 200 watts; Action taken July 10: Radiomarine Corp. of America, aboard "Thalea", Washington, D. C., authorized additional transmitter aboard "Thalea", 150 watts, instead of 50 watts as authorized July 5.

Action taken July 11: KIND, Radiomarine Corp. of America, aboard "Falcon", Washington, D. C. granted 60 day authority to operate with replaced transmitter aboard vessel "Falcon", pending receipt of formal application, frequency range 313 to 500 kc., 200 watts; KDIT, Mackay Radio & Telg. Co., Seattle, Wash., granted 60 day authority to operate transmitter aboard vessel "C.D.Johnson, Third", pending receipt of formal application, frequencies 375, 425, 50 kc.

Action taken July 14: WREI, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate station aboard vessel "Quistconck, pending receipt of formal application; WBFK, Fishermen's Packing Corp., Everett, Wash., granted 60 day authority to operate station aboard motorboat "Ruth M", pending action on application, frequencies 375, 425 and 500 kc., 15 watts; KMJE, Mackay Radio & Telegraph Co., New York, granted 60 day authority to operate aboard yacht "Ramona", pending receipt of formal application frequencies 375, 425 and 500 kc., 50 watts; WINS, American Radio News Corp., New York, granted license to cover C.P., 1180 kc., 500 watts, limited time; WBAL, Consolidated Gas & Electric Light & Power Co., of Baltimore, granted 30 day authority to operate 1 KW, auxiliary transmitter for testing while moving old transmitter to new site; H. Leslie Atlass, Aboard yacht "Harriette", granted special authority to use equipment licensed for yacht as broadcast pickup station, on frequency 2478 kc., during Italian Fliers, Chicago visit; W1XAL, Shortwave Broadcasting Corp., Boston, Mass., granted temporary renewal of license, subject to such action as the Commission may take after hearing on licensee's pending application for license.

Action taken July 15: WIEX, RCA Communications, Inc., Washington, D. C., authorized to operate portable and mobile transmitter WIEX No. 1984, frequencies 1566 and 2390 kc., 50 watts, during period july 16 to 31; Atlantic Broadcasting Corp.: WIEK, WIEL, Atlantic, New York, authorized to use stations WIEK and WIEL August 1 to 7 incl. aboard Coast Guard cutter "Tampa" in Long Island Sound, frequencies 1542 and 2478 kc.; also authorized to use stations July 16 to 31 in vicinity of New York in connection with Italian Fliers' broadcast; WIEH, Knickerbocker Broadcasting Co., Inc., New York authorized to use station from July 18 to 22 8 to 8:45 P.M.

Action taken July 17: W7DCU, Eugene Austin Piety, Tacoma, Wash., authorized to operate portable station in Alaska until Oct. 1, subject to amateur regulations; KIEO, Airfan Radio Corp. Ltd., San Diego, Cal., authorized to use broadcast pickup transmitter July 17 to 23; Action taken July 18: Mackay Radio Telg. Co. aboard airplane, granted special temporary authority to install and operate transmitter on airplane to cover Italian Flight from Chicago to New York, 5555 kc., 100 watts; WIEK, WIEL, Atlantic Broadcasting Corp., New York, authorized to use stations at Jones Beach, July 19 to 24, frequencies 1542 and 2478 kc.; WGES, Oak Leaves Broadcasting Station, Inc., Chicago, Ill., granted special temporary authority to operate from 8 to 12 P.M. CDST, July 31 (Action taken July 20).

Set For Hearing

WSAI, Crosley Radio Corp., Cincinnati, Ohio, suspended grant for C.P. for new equipment and increase in operating power from 500 watts night and 1 KW day to 1 KW night and 2½ KW day, and designated application for hearing because of protest of WSPD, Toledo, Ohio; WJSV, Old Dominion Broadcasting Corp., Alexandria, Va., suspended grant made June 16, 1933, to operate until Nov. 1, 1933, because of protest of WHOM, Jersey City, N. J., and application for regular license was designated for hearing. Pending outcome of hearing station will operate under special temporary authority, under identical conditions set forth in license issued June 16th; WIND (formerly WJKS), Johnson-Kennedy Radio Corp., Gary, Ind., designated for hearing application for renewal of license because of applications filed for the facilities of this station;

Also, WGNY, Peter Goelet, Chester Township, N. Y., modification of license to change hours of operation from specified to sharing equally with WJBI, WFAS and WGBB; WFBR, The Baltimore Radio Show, Inc., Baltimore, Md., modification of license to increase power from 500 watts to 1 KW; WNBH, Irving Vermilya, tr. as New Bedford Broadcasting Co., New Bedford, Mass., modification of license to change frequency from 1310 kc. to 1200 kc.; WTAR, WTAR Radio Corp., Norfolk, Va., modification of license to increase operating power from 500 watts to 1 KW (facilities of WPHR); WKZO, WKZO, Inc., Kalamazoo, Mich., modification of license to increase hours of operation from daytime only to unlimited using 250 watts night, 1 KW daytime; WBHS, Radio Station WBHS, Inc., Huntsville, Ala., modification of license to increase hours of operation from sharing with WFBC; WBHS 6/7 time, WFBC 1/7 time to unlimited; KWKC Wilson Duncan Broadcasting Co., Kansas City, Mo., modification of license to increase hours of operation from specified to unlimited; KGDM E. F. Peffer, Stockton, Cal., modification of license requests increase in hours of operation from daytime only to daytime and from 12 midnight to 6 A.M. daily (facilities of WPG and WLWL).

Also, The Conn. Broadcasting Co., Danbury, Conn., C.P. for new station to operate on 1310 kc., 100 watts, daytime; The Lebanon Broadcasting Corp., Lebanon, Pa., C.P. for new station to operate on 1500 kc., 50 watts, daytime; KGIX, Clyde D. Smith & R. W. Lautzenheiser, d/b as Vagas Broadcasting Co., Las Vegas, Nev., involuntary assignment of license from J. M. Heaton to Clyde D. Smith and R.W. Lautzenheiser and C.P. for new station to operate on 1420 kc. 100 watts daytime (facilities of KGIX).

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF JULY 25, 1933.

No. 641

PRESIDENT BROADCASTING PRESENTS MOVIE SPECTACLE

If a diplomat had strolled into the Diplomatic Reception Room at the White House Tuesday night while President Roosevelt was broadcasting his message to the San Francisco Governors' conference, the foreigner would have thought that he had accidently stumbled into the making of a movie in Hollywood in addition to witnessing a great network broadcast such as one can only see put on in a New York studio. There have been many strange scenes enacted in the White House but none more bizarre or typical of the swift moving times in which we live than the background of a present day Presidential broadcast.

The average listener doubtless pictured the President alone in his cool, comfortable study late last night, quietly reading into the microphone his message to the Governors in California. Instead, he was the central figure of a tense drama enacted in the oppressively hot little oval room on the basement floor of the White House.

President Roosevelt was seated at his specially constructed broadcasting desk. It was like most any other desk except that it had large holes bored through the top to accommodate wires to the microphone. There were four of these "mikes", two for the National Broadcasting Company, one for Columbia, and one for the sound pictures. They were built very low on the desk, standing up perhaps not more than six inches, in order not to hide the face of the President in the picture-taking.

As radio developed, the number and size of microphones was so enlarged that at times it became almost impossible to see the face of the speaker. Likewise these dwarf microphones of the President do not have on them the initials of the broadcasting systems, news photographers having objected to their receiving so much free publicity.

Standing at either side of the broadcasting desk was Carleton Smith, NBC announcer, and Bob Trout, of Columbia, each having their microphone on a stand in front of them.

Aimed at the President were four huge sound picture cameras heavily blanketed with portions of old quilts to suppress the noise. Formerly the sound picture men had tried out the experiment of photographing the President from glass enclosed booths, but the old quilts proved more effective in keeping down the noise.

Also pointed in the President's direction were about five cameras for still pictures. The room was cluttered with all sorts of portable electrical apparatus and the floor was as thickly covered with electrical cables leading to the President's desk as

was the street of the big lumberyard fire in Washington Sunday night strewn with hose lines.

Lining the room facing the President and watching his every move, or standing at their machines tensely, were at least 20 to 25 radio engineers, sound and still photographers, and technicians performing their various duties.

The broadcast Tuesday night was far simpler because of its brevity but in his address Monday night appealing for support of the National Recovery Program, the President surely had a bath of fire, figuratively and literally.

The temperature in the room must have been 90. After M. H. McIntyre, presidential secretary, had satisfied himself that everything was O.K., President Roosevelt seated himself at his broadcasting desk a short time before the networks were connected.

As in the case of every big broadcast, although those present talked among themselves, the air was surcharged with an indescribable something. The President quietly went over his manuscript, and finally at a signal, Bob Trout, the announcer, began about 20 seconds ahead of Smith. However, they were soon both talking but in a tone so low that those in the room a few feet away could hardly hear them. Then the President began, but his voice was much stronger and louder. He is equally as vigorous speaking over the radio as he is in personal conversation. He went ahead reading his address so calmly that at one stage of the broadcast, while continuing to talk, he reached over and very carefully extinguished a portion of his cigarette which was still burning in the ash-tray.

He went along in such a matter-of-fact way that those present were really startled when he said, in a conversational tone, and in an entirely different manner of speech, "Where's that glass of water?" Earlier, Ike Hoover, White House major domo, had very thoughtfully placed a glass of water on the President's desk. The President then relieved the radio people by exclaiming to the audience, "It's very hot here in Washington tonight and I have a frog in my throat."

One of the first things President Roosevelt asked Harry Butcher, Washington representative of Columbia, after the broadcast, was, "Was it all right for me to have said that about the glass of water?"

"Sure", replied Mr. Butcher, "that was the natural thing for you to do. It was exactly what Alister MacDonald, son of the Premier, did when he was broadcasting in Washington, except that Mr. MacDonald said, 'Hold on everybody!'"

A small group, including Alfred J. McCosker, President of the National Association of Broadcasters, Dr. Leon Levy, of Philadelphia, Vice-President of Columbia, Norman Siegel, a Cleveland newspaper man, and H. M. Talburt, the famous Washington cartoonist, attended the broadcast. Easily the most interested spectator,

was the arrival of the six Independence Day in Washington Sunday night across with bomb blast.

During the week during the President was working his every move, it showing as their meetings regular, were so least 50 to 60 main engineers, armed and still overworked, and technicians performing their various duties.

The President Tuesday night said for director because of its bravery set in his address money every requesting for recently of the National Recovery Program, the President across had a bomb of fire, frantically and literally.

The temperature in the room was zero-zero. Gifts G. K. Roberts, presidential secretary, was definite clearly that everything was O.K. President necessarily across himself at the broadcasting desk a short time before the matches were concerned.

As in the case of every big crossed, although there present failed damp dimmed, the air was saturated with an inflammable smoke-filled. The President quickly wrote out his speech, and rapidly as a signal. Gen Tech, the engineer, lower about 20 another about of bulbs. However, then more were failing but in a rate so low that chance is the idea a lot. Only could hardly hear them. Then the President began, but was more was going pitched and flat. He is so in disgust, speaking just he talks as he is in personal conversation. He was based speaking his address to thirty feet at most stand of the [illegible] but, until continuing to talk, he reached over and was overjoyed [illegible] a sample of the electrical [illegible] still burning in the [illegible].

So was alone in such a mellow-fruitful, that those present were really startled when an said, in a conversational tone, was in an entirely different manner. He said, "There's the blood of [illegible]." Realize, the Lord, there's [illegible] our very [illegible] placed a [illegible] of [illegible] on the President's face. The President then believed the [illegible] to [illegible] to the [illegible]. "It's very hot [illegible] and I have a fire in my [illegible]."

One of the first lady President Roosevelt were Mrs. Bradley, Washington representative of [illegible]. After the [illegible], she, "Mrs is all right for me to [illegible] the [illegible] of [illegible]."

"Why", asking Mr. Bradley, "don't we [illegible] for you to do it. In one weekly [illegible] Mr. [illegible] the [illegible] did [illegible] the President's [illegible], [illegible] [illegible] [illegible] said, "Hold on [illegible]."

A small group, including Miss [illegible], Mrs. [illegible], [illegible] of [illegible], [illegible] of [illegible], [illegible] [illegible] [illegible] G. K. Roberts, the [illegible] [illegible] [illegible], [illegible] [illegible] [illegible] [illegible] [illegible].

however, was General Hugh S. Johnson, Administrator of the National Recovery Act, who was present with Mrs. Johnson.

"After a broadcast", remarked Ted Church of Columbia, "the President's first question of the engineers is, 'How did it go out?'"

He received his first authoritative information on this Tuesday night from Ike Hoover who said he had been listening in upstairs and that it sounded better than in the broadcasting room itself.

However, with the signing off of the radio broadcast, the President's troubles were really only beginning, for then a battery of Kliegl lights were turned on and the taking of the sound pictures then began.

The President, although he subsequently left the room in a wheel-chair, had such a wonderful color of healthy tan, that in the glare of these lights, he was as handsome as any moving picture actor who had been made up especially for the occasion. With his desk flood-lighted, it reminded this writer of a scene from a play where someone was enacting the role of the President. In again delivering the speech for the sound cameras, there were frequent stops, due to the changing of films, etc., and he showed the utmost patience. At one stage of the game he was reading his address when suddenly a movie man shouted "Cut!", meaning for the President to stop as something had happened to one of the machines. Whereupon Mr. Roosevelt looked up surprised and laughingly asked, "Who's dead?"

It must have taken considerably more than another half-hour for the sound picture process. Even then he was not through for the still picture men finally crowded up to his desk for a closeup view.

Although he arrived for the broadcast at about 9:30 o'clock, it was almost 11 o'clock before the President finally left the scene of action. It was a remarkable exhibition of patience and endurance and especially in view of the fact of the terrific day the President had had which included 57 appointments in the morning alone.

The President hurriedly left the improvised broadcasting studio due to the fact that he had been informed by Miss Margaret LeHand, his personal secretary, that Mrs. Roosevelt was waiting on the long-distance telephone at Chautauqua, N.Y. to congratulate him upon his speech.

"Do you want to take the call there at your desk", Miss LeHand asked.

"No , I'll take it upstairs", President Roosevelt replied and away he went, still smiling and in the best possible humor.

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MARCONI EXPECTED TO VISIT WASHINGTON

Guglielmo Marconi, inventor of wireless telegraphy, is expected to come to Washington next week-end on his way to Chicago and the World's Fair, it was reported reliably in the Capital.

Apparently hoping to dodge publicity, Marconi's plans have been kept secret. Attaches at the Italian Embassy here said they had not been informed of the inventor's expected arrival, though several weeks ago it was rumored he hoped to inspect the scientific exhibits at the Chicago Exposition.

Arrangements are being made, however, to receive the inventor and his party at the Wardman Park Hotel. Officials there have been notified to expect him and Mrs. Marconi Saturday.

Marconi was last in America during the International Radio Conference in Washington in 1927.

Whether he will come on one of the regular steamship lines or with hiw own party in his world-famous yacht "Electra", could not be determined.

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COMMISSION POWERLESS AGAINST SUMMER NIGHT LOUD SPEAKERS

There is little or nothing the Radio Commission can do about the blaring of the loud speakers these Summer nights, other than to suggest to listeners that they apply the Golden Rule and show the proper consideration for their neighbors, Col. Thad H. Brown, of the Federal Radio Commission, declared this week.

"Certainly at this season, when it is necessary to keep doors and windows open, all radio receiving sets should be tuned down very low, so that the signals will be confined to a very limited area. Low, soft tones are, in many respects, much more satisfying and desirable than loud, harsh ones", Col. Brown continued.

"In all communities the police have authority to eliminate public nuisances. Many towns, villages and cities have enacted ordinances which are proving very effective, in limiting the operation of loud speakers. Broadcasting stations might help the situation by suggesting to listeners that they tune down their sets when they use them during late hours.

"At this time we are being petitioned by many 'distracted' listeners for relief from loud speakers operating late in the night. Many complainants charge they are on the verge of nervous prostration.

MORGAN VISITING TO VISIT RADIOVOX

Outlining Morgan's concern if western Kalamazoo, is expected to come to Washington next week. It may not be office now the Grigis Mart, is non commital relative to the topical.

Importantly coming to Lodge politics, Harvey's about here from last report. Attached to the letter Kennedy sent are they had not been informed of the Lodge-Grigis capacity arrival, stamps barrel week ago it was intend to report to inquire the activities relative at the Chicago Convention.

Arrangements are being made, however, to acquire the Lowrator and his party at the Tucker Sta Hotel. Officials have been notified to expect an and the Kennedy Mission.

Harvey was last in Washington during the International Radio Conference in Washington in 1947.

Further is will come on one of the Kennedy Committee lines or with his own party in his well-known yellow "Cadillac" model for Washington.

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COMMUNICATIONS CONFERENCE MEETING CLOSES AFTER SEVERAL DAYS

There is little or nothing the Radio Commission can do about the hearing of the local operator Donald Morris, since some is supposed to listen to what they empty the Notice this are seen the proper consideration for their arguments. Yet, this is from, if the Federal Radio Commission, honored this week.

Politically as this means, also it is necessary to have doors and windows open, all sorts clamoring may seem to have some very low, so that the signals will be amplified in a very limited area. Low, very quiet are, in some respects, many more expecting and desirable than loud, harsh, "we, know-nothing" minded.

In all commenting the public has necessary to attract more public attention. Many times, citizens are merely some popular conditions which are overlook very effective, in limiting the operation of loud speakers. Communication stations may the situation by appealing to listeners but they have been that more when they use them during late hours.

"At this time we are quite satisfied by many "disturbed" listeners the Radio from some operator operating loud is the night. Many complaints which has an the hours of more convenient.

"Because of the tremendous demand of the vast majority of the listening public, the Commission has designated the broadcast day as that period from 6 a.m. to 12 midnight. But, as some complainants point out, it is possible for a loud speaker to be operated all night, giving forth programs from distant stations, operating within their lawful time. Reducing the hours in the broadcasting day would not, therefore, solve the problem."

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NATIONAL RADIO MANUFACTURERS' CODE NEAR COMPLETION

The national radio industry code is nearing completion and will be hastened even more rapidly as a result of the Government's request for submission of voluntary codes by individual employers, Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association reports.

Because the radio industry code being prepared by the RMA meets the radio industry's needs in a more far-reaching manner and provides many privileges, benefits, fair trade practice agreements and other features than the proposed voluntary code of the Government, greater haste to submit and secure Government approval of the RMA code will be exercised.

The code, applying nationally to all radio manufacturers of all radio products, is ready for preliminary negotiations with the Government. These are scheduled during the present week. After the Government's reactions are secured, the industry code will be submitted to the RMA membership for approval as quickly as possible.

Action by manufacturers on the voluntary code presented to the Nation by President Roosevelt and General Johnson, Industrial Recovery Administrator, on July 21st, is entirely left to the judgment and action of each employer. Attention is called to the fact that the voluntary codes are applicable only if signed by each individual manufacturer and until his own industry code, such as that of the RMA, is adopted, and trade association members are urged to assist in early adoption of their own industry's code.

It is virtually assured that there will be a separate code for the radio manufacturing industry. Official action with the National Industrial Recovery Administration at Washington to this end has been taken. Under authorization of the Radio Manufacturers' Association Board, a formal appearance on behalf of the RMA and radio industry was made at Washington, July 19, by Bond Geddes. During the Government's hearing on the electrical industry code submitted by NEMA, Mr. Geddes made a statement and advised the Federal Administration that a national radio industry code was in preparation and that radio would be excluded from operations of the electrical industry code.

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"Because of the tremendous demand of the vast majority of the listening public, the Commission has designated the broadcast day as that period from 6 a.m. to 12 midnight. But, as some complainants point out, it is possible for a land station to be operated all night, giving fresh programs from distant stations, operating at high power level time. Therefore the force is the broadcasting day rather than, therefore, solve the problem."

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NATIONAL RADIO MANUFACTURERS' CODE NOW CONSIDERED

The national radio industry code is nearing completion and will be finished very soon, mostly as a result of the Commission's request for adoption of codes drawn up by individual employers. Good Codes, Executive Secretary of the Radio Manufacturers' Association reports.

Because the radio industry was using programs by the RMA with the radio industry's aegis in a more far-reaching manner and provides more privileges, benefits, job trade practice commissions and other factors than the previous industry code, it the government, greater care is exerted and longer Commission approval of the RMA code will be necessary.

The code, applying nationally to all radio manufacturers of all radio products, is ready for preliminary negotiations with the government. These are scheduled during the present week. After the Commission's conditions are received, the industry code will be submitted to the RMA committee for approval as quickly as possible.

Action by manufacturers on the industry code presented by the Radio by Products Industries and Service Industries, Inc. Industrial Economy Administration, on July 21st, is entirely left to the judgment and action of each employer. Attention is called to the fact that the industry code is applicable only if signed by each individual manufacturer and until the new industry code, such as that of the RMA, is adopted, the trade association members are asked to assist in fully acquainting it with their industry's code.

It is virtually assured that there will be a separate code for the radio manufacturing industry. Original action with the National Industrial Recovery Act by Commission at Washington to have one has been taken. Under the chairmanship of the Radio Manufacturers' Association Exec. Sec., a joint committee on behalf of the 300 and radio industry was made at Washington, July 14, by Hand Radio. During the conference hearing of the electrical industry code submitted by RMA, Mr. Hugh Cox, a statement was received by Federal Administration that a separate radio industry code was to promulgation and that will should be assisted from conditions of the electrical industry code.

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MEXICAN CONFERENCE CONTINUES IN SECRECY

All esssions at the North American Radio Conference in Mexico City continue to be secret, inasmuch as it is practically a treaty-making body, with the result that there are many unconfirmed reports arising as to what is actually going on. One is to the effect that Judge Sykes believes the conference will conclude in as short a time as two weeks. Another rumor, however, is to the effect that it is having extreme difficulty in deciding upon exactly what measures to consider.

Apropos the contention that Mexico will ask for twenty cleared channels, comes the report from Mexico City that the United States is willing to concede five of these channels.

"Whether or not the conference will consider frequencies below 550 kc. for broadcasting is still problematical", according to James W. Baldwin, official observer in Mexico for the National Association of Broadcasters. It is understood unofficially that Mexico desires channels only in the broadcast band, although Canada feels that the band could be widened to include 540 kc., 530 kc., 520 kc., and 510 kc., on condition that adequate safeguards are set up to protect the distress frequency of 500 kc. Canada proposed widening the band down to 460 kc. during the Madrid conference last September. The plan, however, was not adopted when a decision was reached that the matter was properly one to be discussed at a regional conference.

While the position of the United States has not been made officially known, it is doubtful if this country's delegation will agree to widening the band below 550 kc. if ways and means can be found to work out a solution otherwise.

There is a feeling that the Mexican government will adopt the fifty cycle deviation tolerance now adopted in both the United States and Canada and that there will be no departure from the present separation of ten kilocycles. It is also believed that approximate mileage separations applicable to regional and local stations will be accepted.

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DETROIT SUPERVISOR SUCCEEDS DOWNEY

E. H. Lee, in charge of the Detroit office of the Federal Radio Commission, has been appointed Assistant to William D. Terrell, Chief of the Division of Field Operations. Mr. Lee has been in Detroit about a year and succeeds William Downey, who for many years was Mr. Terrell's assistant, and who lost out because of economic retrenchments.

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RADIO COMMISSION ISSUES NEW STATE QUOTA FIGURES

According to the latest report of the Federal Radio Commission, radio broadcasting facilities in terms of quota units were distributed among the States and Zones as follows:

FIRST ZONE - New York, +2.88 over-quota; Massachusetts, -1.38 under-quota; New Jersey, +0.37; Maryland, -0.35; Connecticut, -0.88; Porto Rico, -3.80; Maine, +0.02; Rhode Island, -0.51; District of Columbia,-0.05; New Hampshire, -0.37; Vermont, -0.38; Delaware, -0.05; Virgin Islands, -0.06, making the First Zone -4.56 units underquota, or -6%.

SECOND ZONE - Pennsylvania, -7.51; Ohio, +0.22; Michigan, 3.26; Kentucky, +1.00; Virginia, +2.55; West Virginia, +0.65, making the Second Zone -6.35 underquota, or -8%.

THIRD ZONE - Texas, +6.90; North Carolina, +0.93; Georgia, +0.05; Alabama -0.95; Tennessee, +5.51; Oklahoma, +1.77; Louisiana, +2.54; Mississippi, -2.05; Arkansas, +0.14; South Carolina, -2.83; Florida, +4.36, making the Third Zone +16.37 overquota, or 20% over.

FOURTH ZONE - Illinois, +10.79; Missouri, +1.29; Indiana, -1.69; Wisconsin, -0.68; Minnesota, +1.46; Iowa, +4.30; Kansas, +0.50; Nebraska, +3.24; South Dakota, +0.92; North Dakota, +0.98, making the Fourth Zone +21.11 overquota, or +26%.

FIFTH ZONE - California,+1.20; Washington, +5.44; Colorado, +2.52; Oregon,+3.03; Montana, +0.36; Utah, +3.30; Idaho, +0.11; Arizona, -0.17; New Mexico, +1.28; Hawaii, -0.45; Wyoming, -0.86; Nevada, +0.11; Alaska, +0.30, making the Fifth Zone +16.17, or +20% overquota.

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FINED FOR UNLICENSED RADIO STATION

Three men, described by Federal agents as the "nerves and brains" of a liquor smuggling ring, were fined $25 each in Federal court in Philadelphia on charges of operating an unlicensed radio station. They were John W. Roberts, Atlantic City, N.J.; Frank Fitzpatrick, his nephew, and Harry Lyman, Philadelphia. They testified that the radio set had been left by a previous roomer and that they were merely "tinkering" with it.

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RADIO TUBE OF METAL DEVELOPED IN ENGLAND

A radio tube made of metal instead of glass has been perfected in London after two years of research, according to an Associated Press dispatch.

Developed by Marconi scientists, it is claimed to be almost unbreakable; that its solid metal shield gives better screening than metalizing on a glass bulb, and its small size will allow more compact sets.

The new tube uses its anode as the envelope for containing the vacuum, which also forms a rigid support for the electrode system contained inside.

With a maximum overall length of less than five inches, and diameter of little more than an inch, it is smaller than its glass equivalents.

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NBC NEW AND RENEWAL ACCOUNTS

NEW - Richfield Oil Corporation of New York (Gasoline and Oil), 122 E. 42nd St., New York City; Agency - The Paul Cornell Co., 580 Fifth Ave., N. Y.City; Starts August 14, 1933, Monday 7:30-8:00 P.M. EDST, WJZ Network including WBZ, WBZA, WBAL, WHAM, KDKA, WSYR, WMAL, CRCT, "Richfield Country Club", program with Jack Golden's orchestra, Grantland Rice, Betty Barthell and a male chorus.

NEW - Andrew Jergens Co. (Jergens Lotion), Cincinnati, Ohio; Agency - J. Walter Thompson, 420 Lexington Ave., N.Y. City; Starts September 3, 1933, Sunday, 9:30-9:45 P.M. and 11:15-11:30 P.M. (starting 11.5); Network - WJZ, WBAL WMAL WBZ WBZA WSYR WHAM KDKA WGAR WJR WLW WMAQ KWCR KSO KWK WREN KOIL 9:30-9:45 KOA KDYL KGIR KGHL KGO KFI KGW KOMO KHQ KFSD KTAR 11:15-11:30 starting 11/5; Program - "The Jergens Program", Walter Winchell and an orchestra.

NEW - Tastyeast, Inc. (Tastyeast), Trenton, N. J.; Agency - Stack Goble Advertising Agency, 8 South Michigan Ave., Chicago, Ill., starting July 10, 1933; Network - WJZ WBZ WBAL WBZA KDKA WSYR WMAL; Program - Baby Rose Marie.

RENEWAL - Colgate Palmolive Peet Co. (Supersuds),Chicago, Ill.; Agency - Lord and Thomas, 919 N. Michigan Ave., Chicago, Ill., Starting August 1, 1933; Daily except Saturday and Sunday, 10:15-10:30 A.M. EDST: Network - WJZ WBZ WBZA WBAL WHAM KDKA WGAR WJR WCKY KWK WREN KOIL WTMJ KSTP WRVA WPTF WWNC WIS WJAX WSM WMC WSB WAPI WJDX WSMB KVOO WKY WFAA KPRC WOAI KOA KDYL (WIOD starting 11/1); Program - Clara, Lu and Em.

NEW - Harold F. Ritchie & Co. (Scott's Emulsion), 40 E. 34th St., New York City; Agency, N. W. Ayer & Son, 500 Fifth Avenue, New York City; Starts October 19, 1933; Thursday and Friday, 7:30-7:45 P.M. EST; Network - WJZ WBZ WBZA WBAL WHAM KDKA WGAR WJR WLW WCKY KWK WREN KYW; Program - "Circus Days", dramatized stories of circul life written by Courtney Riley Cooper with incidental music.

NEW - Ralston Purina Co. (Cereal), St. Louis, Mo.; Agency - Gardner Advertising Co., 330 W. 42nd St., New York City, Starting Sept. 25, 1933, Mon. Wed. Fri., 5:30-5:45 P.M. and 6:30-6:45 P.M. EDST; Network - 5:30-5:45 P.M. WEAF WEEI WTIC WJAR WTAG, Philadelphia, WRC WGY WBEN WCAE WTAM WWJ WCSH WFBR 6/30-6:45 P.M. - WMAQ KSD WTMJ WIBA KSTP WEBC; Program - "Tom Mix - Children's Program;

NEW - Malted Cereals Co. (Maltex), Burlington, Vt.; Agency, Samuel C. Croot Co., 28 W. 44th St., New York City; Starts August 20, 1933; Time 5:30-6:00 P.M. EDST Sundays; Network WEAF WEEI WTIC WJAR WCSH WTAG WGY WBEN WTAM WWJ Philadelphia; Program - Dale Carnegie talking about little-known facts of well-known people; orchestra.

NEW - The Molle Co. (Shaving Cream), Agency - Stack Goble Advertising Agency, 8 Michigan Ave., Chicago; Starting Sept. 25, 1933; Time - 7:00-7:15 P.M. EDST Mon Wed. Fri; Network - WEAF WTIC WTAG WEEI WJAR WCSH WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WMAQ KSD WOC WHO WOW WDAF; Program - Charles Leland, comedian, incidental organ music.

NEW - Firestone Tire & Rubber Co., Akron, Ohio; Starts Dec. 4, 1933; Time 8:30-9:00 P.M. and 11:30-12:00 midnight EDST Mondays; Network - Basic red, Canadian, NW, Se, SC, SW 8:30-9:00 P.M. KOA KDYL KGIR KGHL Orange KFSD STAR KGU 11:30-12:00 P.M.; Agency - Sweeney & James, Buckley Bldg., Cleveland, Ohio; Program "The Voice of Firestone", orchestra and guest artists.

NEW - Gulf Refining Co., Pittsburgh, Pa.; Agency - Cecil Warwick & Cecil, Inc., 230 Park Ave., New York City, starts 7/30/33 9:00-9:30 P.M. EDST Sundays; Network - WJZ WBZ WBZA WHAM KDKA WGAR WJR WLW WMAL WSYR WRVA WPTF WWNC WIS WJAX WIOD WFLA WSM WMC WSB WAPI WJDX WSMD KTHS WFAA KPRC WOAI KTBS; Program - "Gulf Headliners", Goodman's Orchestra with the Revelers and Guest artists.

NEW - Ralston Purina Co. (Ry-Krisp), St. Louis, Mo.; Agency - Gardner Advertising Co., 330 W. 42nd St., N.Y.City; Starts Sept. 26, 1933; Time - 10:30-10:45 P.M. EDST Tuesdays; Network - WEAF WEEI WTAG WRC WGY WBEN WWJ WMAQ KSD WOC WHO KOA KDYL ORANGE WTMJ WIBA WEBC KSTP; Program - Madame Sylvia and Movie Stars.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Other than broadcasting - Bell Telephone Laboratories, Inc., Hadley Field, S. Plainfield, N. J., W2XAH, Renewal of special experimental license 278 kc. 10 watts; Westinghouse Electric & Manufacturing Co.: W8XAR, 1.2 miles south of Saxonburg, Pa., renewal of special experimental license 980 kc., 400 KW; W1XAK, Chicopee Falls, Mass., renewal of special experimental license 990 kc. 50 watts; WSDH, Aeronautical Radio, Inc., Nashville, Tenn., license to cover C.P. 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5, unlimited, 3222.5 4917.5 day only kc., 400 watts; Same Co., Ames Airport, Kylertown, Pa., C.P. for new airport license 278 kc., 15 watts; WNAM, Same Co., Airport, Bellefonte, Pa., C.P. to change present location of transmitter 3147.5, 3162.5, 3172.5, 3182.5, 3322.5, 5122.5, 5572.5, 5582.5 5592.5, 5662.5, 400 watts; WAEN, Same Co., and same request as for WSDH, with the exception of asking for 50 watts instead of 400 watts.

There were also received 205 applications for amateur licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(July 25, 1933)

WABI, First Universalist Society of Bangor, Maine, authority to remain silent for a period of 3 days in order to move transmitter to another room; KUSD, University of South Dakota, Vermillion, S. Dak., authority to remain silent from the present time to Sept. 18; KFNF, Henry Field Co., Shenandoah, Ia., extension of special authority to use time assigned but not used by Stations KUSD AND WILL during month of August; KFOR, Meyer Broadcasting Co., Bismarck, No. Dak., special temporary authority to operate from 12:30 to 2 P.M. CST, July 28, provided station KFDY remains silent.

Also, Ramler Co., Ltd., Berkeley, Cal., and San Francisco Cal., two C.P.s for general experimental service 41000, 51400 kc., 5 watts; National Broadcasting Co., Inc., Portable and Mobile, general experimental C.P., frequencies 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 kc., 1 watt, also granted license to cover same; City of Bayonne, Bayonne Police Dept., Bayonne, N.J.: W2XCJ, experimental general license, frequencies 34600, 41000, 51400, 60000-400000 kc., 25 watts; Same - Mobile W2XGG, W2XEA, W2XEB, W2XEC, W2XED, W2XEE, W2XEF, W2XEG, W2XEH, same except 4.5 watts; W2XAC, Alden Sampson, 2nd, Portable and mobile, general experimental license, frequencies 51400, 60000, 60200, 60400 kc., 15 watts (Commissioner Starbuck dissented); W6XB, Kenneth R. Cox, Berkeley, Cal., general experimental license 60000-400000, 401000 and above, 100 watts.

Also, RCA Communications, Inc., WCG, Rocky Point, N. Y., modification of license to authorize Berlin as additional point of communication, and to use normal transmitter No. 39 as a replacement for the present transmitter; W2XEO, Township of Teaneck, Teaneck, N. J., modification ofC.P. to install different make of transmitter.

Ratifications

Action taken July 19:

KDYL, Radiomarine Corp. of America, aboard vessel "Steel Navigator", Washington, D. C., granted 60 day authority to operate additional transmitter aboard vessel, pending receipt of formal application, frequencies 375 to 500 kc.; KHOTG, United States Airways, Inc., NC-266-K, authorized to operate station aboard plane for 30 days pending action on application, to communicate with Blue Chain stations; KHCUF, Same - NC-9304, authorized to operate station aboard plane for 30 days pending action on application, to communicate with Blue Chain stations; KDAK, Tropical Radio Telg. Co., aboard "Atenas", New York, granted 60 day authority to operate station aboard vessel pending receipt of formal application.

Action taken July 20: KDRC, Mackay Radio & Telg. Co., aboard "Cathwood", San Francisco, granted 60 day authority to operate additional transmitter aboard vessel "Cathwood" pending receipt of formal application; KLHA, Edward Robert Drisco, aboard "Mazatlan", La Jolla, Cal., granted 60 day authority to operate station aboard vessel pending action on application, frequency range 5505 to 22000 kc. tube; spark 375 to 500 kc., 200 and 2000 watts power.

Action on Examiner's Report (Taken July 21)

Southwestern Radio Teleg. Co., San Diego, Calif., denied as in case of default, application for new public coastal station, sustaining Examiner Ralph L. Walker.

Miscellaneous

City of Gary, Ind., Police Dept., C.P. for emergency police service, was retired to closed files for want of prosecution.

Amateur License Revoked

W2KTL, Robert Matthews, 231 Mill St., Lawrence, N. Y., order of revocation of license made final and absolute. Licensee made no request for hearing within specified time.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

File Desk

Miss Sprague

INDEX TO ISSUE OF JULY 28, 1933.

No. 642

NEWTON BAKER CONFERS WITH ATTORNEY GENERAL

There is considerable speculation as a result of a conference in Washington early in the week between Newton D. Baker, of Cleveland, former Secretary of War, and Attorney General Cummings at the Department of Justice. Neither the Attorney General nor Mr. Baker would reveal the topic of their discussion. It was said at the Department, however, that no agreement had been reached.

The natural conclusion as to Mr. Baker's mission was that, inasmuch as he has been retained as counsel by the National Association of Broadcasters in the controversy between the Broadcasters and the American Society of Composers, that that was the object of his errand. Color was lent to this theory by the fact that earlier in the day Mr. Baker and his law partner, Joseph Hostetler, of Cleveland, met with Alfred J. McCosker, of New York, President of the National Association of Broadcasters, Isaac D. Levy, of Philadelphia, Chairman of the Financial Committee of the Broadcasters, and Oswald F. Schuette, who has been directing the copyright fight.

In the meantime, it has been learned definitely that an informal complaint has been lodged against the Composers, evidently by the Broadcasters, at the Federal Trade Commission, and that the Commission is giving it serious attention.

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OVER TWO MILLION TAXES PAID BY RADIO

During the first year's operations of the new Federal 5 percent excise tax on radio and phonograph records, the industry has paid $2,206,763.39 to the Government, much less than the estimates of the Treasury Department to Congress when the law was under consideration.

Internal Revenue Bureau collections during June of the 5 percent tax amounted to $165,646.40, according to an official statement just released in Washington. June collections on mechanical refrigerators were $642,727.48.

Treasury experts originally estimated that between ten million and eleven million dollars would be secured from the 5 percent taxes on radio and phonograph apparatus. The new law became effective June 20, 1932, and following are the records of Government collections for the past year:

1932		1933		
June 20 to July 31	- $ 32,848.57	January	-	$283,425.27
August	- 76,445.47	February	-	173,987.33
September	- 165,710.65	March	-	149,859.86
October	- 218,722.70	April	-	138,587.02
November	- 298,577.86	May	-	110,747.70
December	- 392,204.81	June	-	165,646.40

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WARNS AGAINST POLITICALLY COATED SERMONS

Licensees of broadcasting stations should check carefully political arguments over their stations, delivered under the guise of "sermons", James H. Hanley, a member of the Federal Radio Commission declared at the Commission.

This matter was brought to the attention of Mr. Hanley by a letter from Hubert La Due, of Yucaipa, California, who wrote:

"I wish to call to your attention a condition that I -- along with many others -- feel is utterly wrong.

"During recent months especially, and probably for the years to come, unless a stop is put to it, the 'reform' type of ministers, under guise of sermons, have been waging a rabid, almost vicious, fight in behalf of the Eighteenth Amendment and against Repeal.

"Now, this is their right. But when anyone uses the radio to speak in behalf of repeal, or for ratification of the 21st Amendment, he is required to stamp his address as a 'political talk'. The announcer is required to introduce and to conclude the speech with the words, 'This is a political talk; this station is neutral and the speaker does not necessarily express the opinion of this station', or words to that effect.

"When such an announcement is not made, before and after a speech, a much different impression is given the listeners. It detracts considerably from the weight of any political speech, yet it is utterly fair.

"But when political argument is served up in the guise of 'sermons', it puts the opposing side at tremendous disadvantage.

"I respectfully submit that all reformers, ministers or otherwise, fighting the 21st Amendment, either be required not to mention Prohibition -- pro or con -- or else that the station be required to introduce and to end such addresses with the usual 'political' clause."

While the situation referred to by Mr. La Due is not specifically covered by the Radio Law of 1927, as amended, or by regulations of the Commission, it is a matter which is worthy of serious study.

It would seem that in the interest of harmony and good-will the licensees of stations would treat alike representatives of both sides of controversial questions. For station owners to stamp an address in favor of repeal of the 18th Amendment as a "Political Talk" and to allow "Sermons" opposing repeal to be delivered without such a designation, of course, is rank discrimination and should not be countenanced.

As Mr. La Due points out in a post-script, the opinion of the wets is of no more value, perhaps, than the opinion of the drys, but they should argue over the air under exactly the same rules.

Nor should speakers over the air be allowed to argue a controversial matter deftly and subtly while discussing another topic. In such cases, in my judgment, the licensee would be justified in cutting the speaker off the air.

In the Radio Law specific instructions are laid down relative to the use by candidates for public office of radio stations in their campaign. It is set forth that if the licensee of a radio station permits one candidate to use its facilities, the same privilege must be extended to other candidates for the same office, but the licensee is not obliged to allow the use of his station by any candidate. That section of the law is eminently fair and just and should be a guide for all broadcasters in handling controversial matters.

While the law says the licensee has no power of censorship over material broadcast under the clause relative to the use of a station by candidates, it is the solemn obligation and duty of broadcasters to scan carefully all other material used over their stations, for the Court of Appeals in the District of Columbia, in a celebrated decision in a radio case, recently quoted the Biblical injunction "By Their Fruits Ye Shall Know Them" for the guidance of the Commission in evaluating stations and in determining whether they are operating in the public interest, convenience and necessity.

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RADIO INDUSTRY PROSPERITY CAMPAIGN

The Radio Industry has organized under the Radio Manufacturers' Association to lift itself out of the depression this Fall with a September Radio Prosperity campaign. This will be an intensive National Sales Drive through the month of September, with a local campaign committee in every city, working together to increase the sale of new sets, tubes, parts and accessories. It will reach a climax in Radio Progress Week October 2-7. A week of special broadcasting programs to develop popular appreciation of modern radio broadcasting and equipment and to enlarge the radio audience.

Headquarters have been established at 330 West 42nd St., New York City by Earl Whitehorne, director of the drive.

Mr. Whitehorn declared that Radio Progress Week shall be a gift of music and entertainment to the American people that will bring them a new appreciation of the extent to which radio is enriching their lives.

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RADIO STATION COOPERATION FOR ROOSEVELT URGED BY McCOSKER

This appeal has been made by Alfred J. McCosker, President of the National Association of Broadcasters to all stations:

"The National Association of Broadcasters has pledged its active cooperation to the National Recovery Administration in the campaign to arouse popular support for President Roosevelt's undertaking to create jobs for the jobless and end unemployment for as many as possible in the quickest possible time.

"An advisory committee on radio broadcasts consisting of Alfred J. McCosker, President of the National Association of Broadcasters; Frank M. Russell, Vice-President of the National Broadcasting Company; Harry C. Butcher, Director of the Washington Office of the Columbia Broadcasting System; Martin Codel, Publisher of Broadcasting, and Philip G. Loucks, Managing Director of the National Association of Broadcasters has been appointed by the Administration. This committee recently held a meeting in the offices of the National Association of Broadcasters with W. B. Dolph, in charge of the Administration's radio broadcasting activities for the purpose of making effective radio cooperation.

"It was agreed that all stations cooperate closely with their local committees, now being organized throughout the country, by providing time on the air to speakers officially designated by such committees and that attempts be made to persuade advertisers to include in their programs brief announcements to be furnished from headquarters of the Administration.

"The networks will continue to broadcast speeches by leading government officials who will discuss policies of the Administration as well as report on the progress of its activities.

"It was recommended that the Administration give careful consideration to the making available of electrical transcriptions to stations not having network affiliations and that the telephone companies be requested to cooperate in extending wire circuits to non-network stations with a view to giving the widest possible circulation to the most important announcements by government officials.

"The Administration will send to cooperating stations material for broadcasting use as well as suggestions for the use of such material.

"Obviously, the committee has spoken for members of the National Association of Broadcasters, promising both the letter and spirit of cooperation with the Administration.

"As President of the National Association of Broadcasters, I urge you to fulfill the promise made by the Association to the Administration and to support enthusiastically President Roosevelt's Recovery program with the zeal heretofore demonstrated by broadcasters in efforts of great public interest."

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CENTURY OF PROGRESS EXPOSITION HAS FINE RADIO EXHIBIT

Although considerable has been written about the important exhibits at the Century of Progress Exposition, very little has been said regarding the radio display. It has remained for F. P. Guthrie, District Communications Manager at the Radio Corporation of America in Washington, to bring back a good account of this.

Giving his impression of what he saw along the lines of radio, Mr. Guthrie said that he rather hesitated to talk about the radio display as a whole because he had paid more attention to the exhibits of his own concern. Nevertheless, there appears to be little that he missed.

"Radio is given considerable recognition at the Century of Progress Exposition in Chicago", Mr. Guthrie said. "One wing of the large Electrical Building is devoted to communications, and over one of the entrances appears the word "R A D I O" in large letters.

"Naturally, the largest radio exhibit is that of the companies affiliated with the Radio Corporation of America. George H. Clark, who for many years has been the custodian of RCA's historic exhibit, has on display many historic pieces of equipment showing the gradual processes of development through which radio has gone, from the first tube receiving set up to the most modern receiver."

There are also working models of the radio compass, and another attractive working model illustrating services rendered by the Radiomarine Corporation of America in saving life at sea by radio, Mr. Guthrie continued.

The RCA Radiotron Company has a complete exhibit showing the manufacture of radiotrons. Radiotrons are actually manufactured before the eyes of the visitors and there is always a crowd around this exhibit.

R.C.A. Communications, Inc. has on display the equipment used to transmit and receive messages in the international Morse code, and visitors to the Fair may write out messages to themselves at the transmitting desk, see the operator punch the tape just as would be done in actual transoceanic communication, and see and hear the message being received at another desk a few feet away.

RCA Victor, in addition to having a complete display of its receiving sets, has its famous "Color Organ" in a very prominent position. Also, the RCA Victor's automatic Electrola is conspicuously displayed, a small auditorium being provided with one of the machines on the stage arranged with a large mirror to show the operation of the automatic record change, and the seats of the auditorium are almost always filled by visitors taking the

opportunity to rest for a few minutes and, at the same time, listen to the music and watch the operation of the machine, which is entirely automatic.

Other branches of communications are represented by displays of the Western Union Telegraph Company, Postal Telegraph Company, and the American Telephone and Telegraph Company, but less emphasis is laid on radio in these exhibits, although in connection with the Postal's exhibit, the apparatus used by the Mackay Radio and Telegraph Company is on display, and both the Postal and Western Union exhibit cable transmitting and recording equipment. It is interesting to compare the tape used for radio reception and the tape used for cable reception. Both devices use a syphon recorder which operates on the same principle, but radio dots and dashes seem to laymen to be somewhat easier to decipher, since the dashes are obviously longer than the dots. On the cable tape, however, the dash is represented by a mark on one side of the center line of the tape, while the dot is represented by an exactly similar mark on the other side of the center line. The same arrangement for visitors to send messages to themselves is provided by the cable companies as described above for radio messages.

One interesting feature of the cable tape, referred to above, is that the cable signals being sent for only a distance of a few feet, are beautifully sharp and distinct, as compared to actual cable tape used for the reception of messages over several thousand miles of cable; it is often a mystery to the uninitiated how the irregular lines on such tape can be deciphered by the operators. On the other hand, the radio tape, even when receiving messages from stations on the opposite side of the earth, is often just as clean-cut and distinct as in local reception.

Not so much attention is paid to television in the communications wing of the building, but it was noted that there was a television display in the Electrical Building in connection with the exhibit of the Hudson Motor Car Company. An auditorium is provided with a large sign over the door, reading, "TELEVISION DISPLAY EACH HOUR", and there is usually quite a long line of people waiting for the next performance.

When visitors are admitted, they are first shown a motion picture concerning the Hudson and Essex cars, and are then given a very fair demonstration of television. The lecturer cautions the visitors against expecting too much, and he explains in simple language the general principles of the operation of the equipment. He then goes to the back of the auditorium and takes his seat before the transmitter, whereupon his face appears on the television screen on the stage and he continues the talk which he had begun in person before the audience, microphones and loudspeakers being used in conjunction with the television. Later, several members of the audience are invited to go back to the transmitter so that their face may be seen on the screen and recognized by their friends. No mention is made by the lecturer as to the type of equipment used nor the manufacturer of it, as, of course, it is only incidental to the display of the Hudson Motor Car Company.

"Various applications of radio are in evidence throughout the grounds", Mr. Guthrie concluded. "A system of loud-speakers mounted on poles throughout the grounds pours out music practically all day long, and many of the advertising displays use microphones and loud-speakers to attract the visitors. Quite a contrast in these devices can be noted, some of them being obviously very poor, but one of the best is installed on the submarine, whose barker is continually inviting visitors to inspect the submarine, and broadcasts in detail its size, construction, and so forth, which can be clearly heard and understood over a considerable portion of the grounds, as compared to many of the others where the speaker can hardly be understood when within a few feet of the loud-speaker."

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WJSV MUST ANSWER COMPLAINT OF WHOM

The protest of Station WHOM, Jersey City, against WJSV, across the Potomac from Washington, alleging interference with reception in New Jersey since the installation a few weeks ago of a new type antenna by WJSV, was recognized last week by the Federal Radio Commission.

The case is expected to come to formal hearing before the Commission this Fall. The Commission, at the same time, ordered the suspension of regular authority to WJSV to operate with its present equipment and substituted a "special authorization" to operate with its present facilities in the interim.

Station WHOM had previously informed the Commission that the new directional antenna installed by WJSV to eliminate interference with the Naval Research Laboratory at Bellevue, D.C. actually laid down a strong signal in the direction of Jersey City, causing serious interference there. WJSV operates on the 1460 kilocycle channel with 10,000 watts power, and its only 10 kilocycles removed from the 1450 kilocycle wavelength on which WHOM operates.

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BROADCASTERS' ASSOCIATION PUTS REEMPLOYMENT UP TO MEMBERS

The following letter has been sent to all National Association of Broadcasters members signed by Alfred J. McCosker, President of the Association, and Phil Loucks, Managing Director:

"The President's Reemployment Agreement has the complete endorsement of the National Association of Broadcasters. In view of the fact that patriotic and humanitarian considerations are the basic factors, we believe each member should arrive at individual determination concerning signing of the Agreement."

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"Wireless applications of radio are to provide throughout the country", Mr. Dwight continued, "a system of long-distance control on radio transmission the present owners are quite capable all day long, and many of the advertising agencies are arrangements and long-distance to attract the viewers. Quite a contract is These devices can be going, and if they being only they work, and the cost is installed in the automation, some radio is really invited viewers to impact the operation, and circuits to extend are only, consequently, can be truth, being the electrically based and controlled and a technical problem is the channel, as compared to any of the objects which. In a radio is hardly to substitute when which a few fear of the long-range.

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KEY BUSY ANDRUS CONFLICTS OF TASK

The product of Station WCBW, Jersey City, against KDYA, remove the Problem from Washington, a higher interference with reception in New Jersey since the identification a few years ago of a new type antenna on KDYA, was recommended last week in the Federal Radio Commission.

The case is expected to open to Federal hearing before the Commission this week. The Commission, at its case list, gave as the reason of radio authority to KDYA to operate also in direct opinion and authorized a "special authorization" to operate with its present facilities in the interim.

Station WCBW was previously authorized the Commission to the new directional antenna installed by WCBW to eliminate interference with the Naval Research Laboratory at Anacostia, D.C. Recently this case a hearing closed in the direction of Jersey City, Commissioner Walker. Then hearing on the case authority remain it with its radio power, but the only is also protest removal from the Land Bridgeville experiment on radio frequencies.

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BROADCASTERS' ASSOCIATION HOLD ANNIVERSARY OF 30 YEARS

The following letter has been sent to all National Association of Broadcasters members signed by Alfred J. McCosker, President of the Association, and Phil Lasker, Managing Director:

"The Institute's management directors and the committee achievement of the National Association of Broadcasters. In view of the fact that reality and commercial operations day to radio factors, we believe such member activity, at leading institutions, representing majority of the broadcasters."

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TELEVISION GROUP FORMED

The National Television Association was formed in Chicago at a meeting of 50 television manufacturers and experts. Martin J. Wade, Jr., Chicago, was elected President; John V. L. Hogan, New York, Vice-President; and Arthur Stringer, Chicago, Secretary and Treasurer. President Wade said the Association will work to "protect the television industry in the allotment of wave bands by the Federal Radio Commission."

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NO SING SING DELAY, COMMISSION CONTENDS

Warden Lewis E. Lawes, of Sing Sing, declaring that he had waited four months for Federal approval for his short wave broadcasting station at Sing Sing, as reported in a dispatch from Ossining, met with ready denial at the Radio Commission.

It was said that Warden Lawes made his original application May 9th but that it was returned to him because it was improperly filled out. The Commission again received the application of Warden Lawes May 15, this time in correct form, and it was granted June 23, which it is maintained was the time required to give it necessary consideration and to allocate the station properly on the police frequency.

The short wave station at Sing Sing is designed primarily to spread alarms and for the apprehension of escaped prisoners.

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IF THE PRESIDENT HAD BEEN CUT OFF

In President Roosevelt's Economic Recovery broadcast, he referred to "the continuing descent into the economic hell of the past four years."

There is a standing order in every broadcasting station that the operator upon hearing "hell" or any word of profanity uttered, shall instantly cut the speaker off the air, no matter who he is. This has been done on several occasions.

"What if some dumb operator had literally followed his instructions upon hearing President Roosevelt say 'hell' and cut him off?" a friend, who had heard the broadcast, remarked. "Wouldn't that have created a situation equivalent to the meaning of the word?"

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TECTRON CO. STARTS ANTI-TRUST ACTION

Tectron Radio Corp. is suing RCA, General Electric and Westinghouse jointly for $3,000,000 damages under the Clayton Act in the U. S. District Court and also for another $500,000 in the N. Y. Supreme Court in a civil action, all based on the same general anti-trust charges.

The electrics have just filed answers to the allegations making general denials and asking for dismissal of complaints, although admitting the controlling and pooling of over 4,000 patents on radio tubes and coils, but stating affirmatively that this was all done in the interests of furthering the art of radio broadcasting dating from the initial experimental days revolving about KDKA, Pittsburgh.

A licensing arrangement for radio tubes figures in the extensive complaints prepared by Mackey, Herrlich, Vatner & Breen for Tectron, of which Nathan Goldman is President and Robert Robins, Secretary.

It is stated, at the Mackey firm's offices, that a $75,000 settlement offer has already been proposed.

Defense counsel includes Cotton, Franklin, Wright & Godron and Charles Neave for RCA; Cravath, de Gersdorff, Swaine & Wood for Westinghouse, and Heber Smith for General Electric.

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MRS. HOWELL OPENS GENERAL RADIO RESEARCH OFFICE

Mrs. Fina M. Howell has left the Federal Radio Commission to open an office of her own in the Navy League Building at 18th and E Streets, N. W., Washington, D. C., to handle general radio research work.

Mrs. Howell, who was for more than three years with the Commission, has a thorough knowledge of its activities and in addition is an accomplished linguist. She accompanied the American Delegation to the International Radio Conference at Madrid as translator and also acted in a similar capacity at the second meeting of the C.C.I.R. at Copenhagen in 1931.

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PROTEST ON STATE ANTI-TRUST ACTION

Trenton Bell, Inc., in suing Mr. Thomas Stevens and Northampton Motors for $1,000,000 damages under the treble act in the U. S. District Court, also sue for another $500,000 in the N. J. Superior Court on a civil action, all based on the same grounds of anti-trust charges.

The objection here lies that title owners by the alleged-illegal general choices and selling for dealers of competitive, already operating, or contracting and holding at least 6,000 stations on main local activity. A review activities that time was all there is the increase of contracts in the at a open proceeding being from the action anti-trust days results about $10K. Pittsburgh.

A disagreement arrangement for small terms figures is an extensive complaints against by Dealers, Distributing Tabor's Trend for Factory, at which Walter Gulbert, in Washington and Texas Station, Secretary.

It is stated, at the Motor Trade's office, that a $75,000 distributor office has actually been proposed.

Antonio Gulbert included Dobbs, Franklin, Texas & Dobbs and Charles Stone for the operator, or Franklin, Dobbs & Gulbert the Textiles, but about 1000 for Motors Electric.

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The Morris Center General Hall Radio Office

Mr. Tim E. Morris has left the Federal Radio Commission to open an office of his own in the Tower Lobby Building in Lake and E Streets, N. W., Washington, D. C., to handle general Radio research work.

Mr. Morris, who was formerly Chief Radio Engineer, and a Technical Consultant of its activities and in addition is an accomplished lawyer, has succeeded the Western Electric in the Internal Radio Interface as Radio as Terminator and has also a line of Radio Equipment as the Radio Engineer of the C.C.C. as Technical Advisor.

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C O R R E C T I O N

It was inadvertently stated in the last issue of the Business Letter that Dr. Leon Levy, Vice-President of Columbia, of Philadelphia, was among those present at the White House last Monday at the time of President Roosevelt's Economic Recovery broadcast. Instead, it was Dr. Levy's brother, Mr. Isaac D. Levy, of Philadelphia, who attended the broadcast.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(July 28, 1933)

WACO, Central Texas Broadcasting Co., Inc., Waco, Texas, modification of C.P. to extend commencement date to at once and completion date to Dec. 30, 1933; WSEN, The Columbus Broadcasting Corp., Columbus, Ohio, license authorizing local move of transmitter 1210 kc., 100 watts, unlimited time; WEHC, Emory & Henry College, Charlottesville, Va., consent to voluntary assignment of C.P. to Community Broadcasting Corp.; WGN, WGN, Inc., Chicago, Ill., temporary renewal of license and designated application for hearing; also same for auxiliary transmitter; WSFA, Montgomery Broadcasting Co., Inc., Montgomery, Ala., special temporary authority to operate from 7:45 P.M. to 12 midnight, CST, for period ending Sept. 10, 1933, provided station WODX remains silent; WEW, The St. Louis University, St. Louis, Mo., extension of special authority to discontinue operation except to broadcast all government reports, from August 1 to Sept. 1, 1933.

Also, Ames-Skyways, Inc., East Boston, Mass., two aviation - airport C.P. 278 kc., 15 watts; KGPE, City of Kansas City, Mo., Kansas City, Mo., C.P. to construct additional transmitter at present location, for police service, 2422 kc., 400 watts; W8XO, Crosley Radio Corp., near Mason, Ohio, general experimental C.P. to extend completion date to Feb. 7, 1934; KGSE, Aeronautical Radio, Inc., Municipal Airport, Iowa City, Ia., aviation license, 278 kc., 15 watts; Herman Hobi, Eugene, Ore., authorized to be reexamined at his convenience, for radiotelephone second class license (valid only for telephone operation of stations in aviation service); KGYS, Adam William Lipke, Saldovia, Alaska, modification of license to change frequency 178 to 246 kc.;

Also, Bell Telephone Laboratories, Inc., Mendham Township, N.J., special experimental license to use transmitter previously licensed to general experimental station W3XR for purpose of conducting tests, 2530 kc., 500 watts; City of Aberdeen, Aberdeen, Wash., C.P. for police service, 2414 kc., 50 watts; WPFV, City of Pawtucket, Pawtucket, R. I., modification of C.P. extending commencement date

to August 1, 1933; Benjamim Wolf, Grand Island, Neb., endorsement on 1st class commercial license for 1st class authority for radio telephone service; City of Atlanta, Ga., Police Dept. (Portable) general experimental C.P. to be used to make field strength measurements to find new location for transmitter of police station WPDY, 2414 kc., 100 watts.

Ratifications

Action taken July 22: WTBO, Associated Broadcasting Corp., Cumberland, Md., granted temporary authority to remain silent pending repair of power lines, for period of 10 days; Action taken July 24: WDEQ, Radiomarine Corp. of America, Aboard "Nellwood, 2nd", Washington, D. C., granted 60 day authority to operate aboard vessel pending receipt of formal application 313 to 500 kc. 200 watts; KGBN, Same Co., aboard "Robin Goodfellow", Washington, D. C., same as for WDEQ except vessel "Robin Goodfellow"; W9JZS, Glenn Fea, Knoxville, Ia., granted temporary authority to operate amateur station at Marion Co. Fair Grounds, Knoxville, Ia., from August 7 to 20, 1933; WIEH, Knickerbocker Broadcasting Co., Inc., New York City, authorized to operate Station WIEH from July 25 to 29, 8 to 8:45 P.M.; Action taken July 25: KGBX, KGBX, Inc., Springfield, Mo., the Commission reconsidered its action of June 30, by which it granted in part the application of KGBX, and granted station authority to operate from sunset to midnight CST.

Miscellaneous

The following stations were granted renewal of licenses for the regular period: WINS, New York; WKAR, E. Lansing, Mich., and KFVD, Los Angeles.

WPG, WPG Broadcasting Corp., Atlantic City, N. J., the Commission reconsidered its action of July 11, in granting this station a regular license, and granted a temporary renewal of license, and designated application for hearing because its facilities have been applied for; WSAZ, WSAZ, Inc., Huntington, W. Va., granted renewal of license 1190 kc., 500 watts, limited time, sunset WOAI, also granted special experimental temporary authority to operate with an additional 500 watts power; KFAC, Los Angeles Broadcasting Co., Inc., Los Angeles, Cal., granted special temporary authorization to operate unlimited time pending Commission decision on application requesting a change of hours to unlimited. This special authority in no event is to extend beyond 3 A.M. EST, Nov. 1, 1933.

Press Wireless, Inc., Chicago, Ill., denied 3 applications for general experimental work for stations in Hicksville, N. Y., Chicago and San Francisco, denied one application for special experimental license for station at Elgin, Ill., and also denied application for multiple address radiotelephone license for station in Chicago. These applications were heard by the Commission en banc on May 17, 1933.

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Miss Sprague

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF AUGUST 1, 1933.

This should be 643

No. 644

MEXICAN CONFERENCE AT STANDSTILL

"Manana" seems to be the hope of the North American Radio Conference in Mexico City. According to the grapevine wireless, little, if anything, has been accomplished to date, "but maybe something will happen tomorrow." One report has it that an impasse has been reached.

All meetings are secret but it is said that the stumbling block - as had been predicted - is that Mexico and the Latin-American Republics want more frequencies than the United States is willing to give up. Also that they will not be satisfied with anything outside of the present broadcast band.

The only definite thing learned is that a dispatch has been received from James W. Baldwin, observer for the National Association of Broadcasters in Mexico City, that the Conference may end in two weeks.

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HAMS MEET AT WORLD'S FAIR

An assembly of the highlighted figures of amateur and professional radio have been gathered for the world-wide radio amateur convention to be held in connection with the Chicago World's Fair on August 3rd, 4th and 5th. The schedule of events announced by the World's Fair Radio Amateur Council features many of the men best known in amateur radio, and a complete coverage of all the subjects of most interest to the hundreds of visiting amateurs expected to attend.

Also of predominant interest on the program is the world's championship code speed contests, from the finals of which is expected to emerge a new world's champion radio operator. The existing titleholder, Theodore R. McElroy, who won his laurels in 1922, will be present to defend the title. Elimination classes in which amateurs of all grades of experience will be permitted an equal chance in competition, will be held during the three days of the convention. Rufus C. Dawes, President of A Century of Progress, will present the newly made champion with a beautiful silver loving cup at a special ceremony following the finals.

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MEXICAN CONFERENCE AT STANDSTILL

"Mexico" seems to be the home of the North American radio conference in Mexico City, according to the grapevine wireless. While if anything has been accomplished to date, "Not maybe work- ing will happen tomorrow." The report has it that an impasse has been reached.

All sections are agreed but it is said that the allocation - as it had been predicted - in that Mexico and the Latin- American Republics were more frequencies than the United States willing to give up. Also that they will not be satisfied with anything outside of the present broadcast band.

The only definite thing learned is that a cleanup has been received from James C. Baldwin, observer for the National Association of Broadcasters in Mexico City, that the conference may end in two weeks.

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HAMS MEET AT MONARCH FAIR

An assembly of the outstanding figures of amateur and professional radio have been gathered for the world-wide radio short conference to be held in connection with the Monarch Fair in Bangor, Me., 4th and 5th. The activities of the week announced by the World's Fair Radio Junior Bureau. Perhaps by of the big hook ups, an amateur radio, and a complete survey of all the subjects of most interest to the thousands of visitors of amateurs expected to attend.

Also of prominent interest at the program is the world's championship wireless contests, from the finals of which expected to emerge a new world's champion radio operator. The world's titleholder, Frederic E. Schnell, who won his laurels in 1925, will be present to defend the title. Elimination planned which amateurs of all grades of experience will be permitted equal chance in competition, will go on hold during the first day of the convention. Hiram C. Lewis, President of I Society Fidgeons, will preside the world's champion with a beautiful silver loving cup as a special souvenir following the finals.

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100% COVERAGE ASSURED IN RECOVERY DRIVE

So great was the response of the radio stations to the appeal to cooperate in Gen. Hugh S. Johnson's national recovery drive, that Phil Loucks, Managing Director of the National Association of Broadcasters, could just about get in the door of his office Monday. Two hundred letters from stations offering their services to the Government came in the first mail.

"One hundred per cent coverage is assured", Mr. Loucks said. "Already every station in Baltimore, Philadelphia, and other large cities nearby has been signed up. New England responded almost unanimously.

"We haven't had time yet to hear from many of the stations west of the Mississippi, but I am confident it will be a repetition of the response in the East."

The net result is that it will be impossible to listen to any program any time anywhere in the United States without at frequent intervals hearing special messages from General Johnson and how the national recovery drive is progressing.

It will assume the proportions of the war-time liberty loan campaigns, except that in those days there were not 600 broadcasting stations and no coast-to-coast networks to help pass the word along.

Among the stations which sent messages direct to the National Recovery Administration promising complete cooperation were:

WTNJ, Trenton, N. J.; WAAF, Chicago; WOR, Newark, N.J.; WAIU, Columbus, Ohio; WAWZ, Zarepath, N. J.; WHAT, Philadelphia; KSL, Salt Lake City, Utah; KMOX, St. Louis; KWK, St. Louis; WFBE, Cincinnati; WCKY, Covington, Ky.; WTEL, Philadelphia, WHP, Harrisburg, Pa.; WEXL, Royal Oak, Michigan; WADC, Akron, O.; WTBO, Cumberland, Md.; WSJS, Winston-Salem, N.C.; WBSO, Babson Park, Mass.; WKRC, Cincinnati; KFLV, Rockford, Ill.; WDEV, Waterbury, Vt.; WHEC, Rochester, N.Y.; WMBD, Peoria, Ill.; WBTM, Danville, Va.; WLW and WSAI, Cincinnati; KSTP, St. Paul; KSO, Des Moines; KGHI, Little Rock; WCSH, Portland, Me.; WJAR, Providence, R. I.; WNBF, Binghamton, N. Y.; WHBL, Sheboygan, Wis.; WFBG, Altoona, Pa.; KFPM, Greenville, Texas; WLBZ, Bangor, Me.; WKBH, La Crosse, Wis.; WLTH, Brooklyn, N. Y.

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RCA VICTOR LIFTS WAGES ANOTHER 10%

The RCA Victor Company, Inc., announced last week that effective yesterday (Monday) and pending establishment of a national code for the radio industry, the corporation will increase the wages of 5,600 employees another 10 per cent and put them on a forty-hour week basis. They will work eight hours a day, five days a week. This action follows the pay rise of 10 per cent on July 12, which was said to have cost the company $10,000 a week.

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CHICAGO SPORTSWRITERS USE PORTABLE SHORT WAVE SETS

A lightweight portable radio-telephone set is being used successfully for reporting news events by the Chicago office of United Press. The set, perfected in detail by Roscoe H. Johnson, chief operator of the central division of the U. P. weighs 35 pounds and is carried on the back of the operator. It has a sending range of about four miles, uses less than two watts of power and operates on ultra-high frequency waves.

The midget set received its first real test under actual reporting conditions when used by George Kirksey, U. P. sports writer, during the A. A. U. track and field meet in Chicago recently. Using the set, Kirksey was able to flash to his telegraph wire located in the press stand at Soldiers' Field the results of many events even before the A. A. timers could cover the distance from the finish lines to the judges' stand.

It is believed that the set will be particularly valuable in the covering of championship golf play as it will enable the reporter to transmit instantly the running story of the play from each hole to the telegraph wire operated from the club house. The network announcers use similar radio-telephone transmitters for broadcasting sports events.

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RADIO FIRMS MERGE

Merger of the United States Radio & Television Corporation, Chicago, with Grunow Corporation, to form General Household Utilities Co., Chicago, has been approved by stockholders of the U. S. Radio & Television firm.

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RMA FILES CODE FOR RADIO MANUFACTURING INDUSTRY

After many weeks of work by the Radio Manufacturers' Association Board of Directors and Code Committee, a national code for the radio manufacturing industry was filed Saturday, July 29, by the RMA with the National Recovery Administration.

Immediate application of the Association's code's labor provisions, which it is estimated would give work to 10,000 more radio factory employees and increase the industry's annual payrool by $3,000,000, was asked.

Members and the industry were urged by the Board to make the wage increases and reduced working hours of the industry code operative on or before August 7th.

The Association also applied to the Government for immediate acceptance and operation of the industry code labor provisions. These are substantially those in President Roosevelt's voluntary code and of that submitted recently by the electrical industry.

The labor features of the RMA code, which would apply to all radio manufacturers including non-members of the Association and will be administered and enforced by the RMA, provide a 36-hour maximum week for factory workers. For all other employees except executive, administrative, research and engineering and supervisory employees and traveling and commission salespeople, a maximum working week of 40 hours is provided.

On wages the RMA code provides a minimum wage for factory employees of 40¢ per hour unless this rate per hour for the same class of labor on July 15, 1929, was less than 40¢ in which case the rate per hour shall be not less than the rate per hour paid on July 15, 1929, and provided also that in no event shall the rate per hour be less than 30¢. For all other employees, except commission sales-people, the Association code provides minimum wages at the rate of $15 per week except that office boys and girls, learners and casual employees up to 5 per cent of the payroll may be paid 80 percent of these minimum wages.

Provision is made for adjustment of wages of employees above the minimum scale and also for extra-hour employment during seasonal peak periods.

The minimum wage and maximum working hour provisions of the Association code appear, to the RMA Board of Directors and the Code Committee, of which W. Roy McCanne of Rochester, N. Y., is Chairman, to be the best probably obtainable in order to secure prompt acceptance by the Government. The labor provisions were adopted by the Code Committee and approved by the Board of Directors after weeks of labor and consideration of literally bales of statistical and other data.

No date has yet been set for hearing by the National Recovery Administration on the Association code, but early response from the Government is expected to the RMA application to have the industry's code labor provisions become immediately operative and thus end operation of the Administration's voluntary code, which has been signed by a number of manufacturers.

The RMA code consists of general provisions affecting all radio manufacturers and also anticipates commercial use and, therefore, includes application to television. Various industry groups have additional chapters in the code containing provisions relating to their special interests. There are separate chapters for manufacturers of receiving sets, tubes, parts, cabinets and accessories, loud speakers, sound distribution equipment and fixed condensers. These group codes may be expanded later.

The code creates a Radio Emergency National Committee, composed of Chairmen of the RMA Divisions, with broad powers to administer the national code, both for Association members and non-members - anyone engaged in radio or television manufacture. It specifically provides that the code shall with the approval of the President be administered by the Radio Manufacturers' Association through its Radio Emergency National Committee and be applicable to all manufacturers of radio and television products. The Committee is given extensive powers to enforce all provisions of the code, including sales below cost of production, and all receiving sets below the proposed weighted average price. Provision is made for improving many merchandising practices and for collection of statistics with functions of certified public accountants to establish production costs and other necessary standards for all radio manufacturers.

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NETWORKS SHOW TIME-CHARGE GAIN

Network broadcasting made comparative gains in June, according to reports, not falling off as much as the usual seasonal amount. In comparison with June, 1932, the two principal systems sold 68.9 per cent as much time. For May the percentage was 63.0, and for April 61.6. January, 1933, at 70.3 per cent of January, 1932, made the best showing thus far this year.

National Broadcasting's time charges in June were 72.6 of those in June, 1932. In May they were 72.4 per cent, and in April they set a low at 61.6 per cent of the corresponding month in 1932. Columbia Broadcasting's time charges in June were 60.4 of those in June, 1932, against a low of 47.0 per cent in May.

Because of the 1932 peak of broadcasting, comparisons with the averages for four preceding years are more favorable than comparisons with 1932 alone - reversing the situation of newspaper and magazine linage. In comparison with the four-year averages, June network broadcasting stood at 90.0 per cent, against May's 86.9 per cent. This is the first interruption in the long decline of broadcasting, which, on a basis of four-year averages, went on all last year and until May of this.

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NBC NEW AND RENEWAL ACCOUNTS AND PROGRAM CHANGES

RENEWAL - Kraft-Phenix Cheese Corp., Chicago, Ill. (Miracle Whip Salad Dressing); Agency - J. Walter Thompson Cop, 420 Lexington Ave., New York City; Starts Aug. 3, 1933, 10:00-11:00 P.M. EDST, Thursdays; Network - Basic Red, NW, SW, Orange, KOA KDYL; Program - Al Jolson, Paul Whiteman and his orchestra, and Deems Taylor, Master of Ceremonies.

CHANGE - Armour & Co., WJZ, Program - Phil Baker - "The Armour Hour Featuring Phil Baker", Friday, 9:30-10:00 P.M. EDST, on 7/21 and thereafter kill the following stations at 9:30-10:00 P.M. and add them at 1:15-1:45 Midnight EDST - KGO KFI KGW KOMO KHQ.

CHANGE - Julius Grossman, Inc. - WJZ; Program "Baby Rose Marie"; Sunday 12:00-12:15 Noon EDST; Program stopped during Summer, reinstate program starting September 10, 1933;

CHANGE - Harold F. Ritchie & Co. - WJZ; Program - "The Eno Crime Club", Tues. Wed. 8:00-8:30-P.M. EDST, Extend program from 9/5/33 up to and including 1/31/34.

NEW - William R. Warner Co. (Vince Mouth Wash), 9:00-9:30, 113 W. 18th St., N.Y.C. (Sloan's Liniment) 9:30-10:00; Agency - Cecil Warwick & Cecil, 230 Park Ave., N.Y.City; Starts October 11, 1933; Wednesdays 9:00-10:00 P.M. EDST; Network - WJZ WBAL WMAL WBZ WBZA WSYR WHAM KDKA WGAR WJR WCKY (WENR 9:30-10:00) (WLS 9:00-9:30) KWCR KSO KWK WREN KOIL; Program - Vince Program John McCormack and orchestra; Sloan's Program - "20,000 Years in Sing Sing with Warden Lawes".

NEW - L. J. Fox, Inc. (Furs), 393 Fifth Ave., New York City; Agency - Peck Advertising Agency, 271 Madison Ave., New York City; Starts July 26, 1933; Wednesdays, 8:30-8:45 P.M. EDST; WEAF only; Program - "Fox Fur Trappers" - Bert Hirsch, orchestra and male quartette.

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DISTRICT COURT DISMISSES RCA COMPLAINT

The complaint made by C. Wood Arthur against the Radio Corporation of America in the Supreme Court of the District of Columbia has been dismissed. Mr. Arthur asked for a mandamus directing the Commission to cancel the licenses of the Radio Corporation and its subsidiaries on the grounds that the Federal Court of Delaware had found the RCA guilty of a practice that tended to a monopoly.

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PRESS WIRELESS TURNED DOWN ON LAND RADIOTELEPHONE

The Federal Radio Commission has denied the application of Press Wireless, Inc., for experimental stations to be located in Hicksville, N. Y., Chicago and San Francisco for a radiotelephone press service. Seven circuits for international radiotelegraph service have been developed and are maintained by Press Wireless, but to date only two domestic circuits have been established.

In turning down Press Wireless, the Commission was of the opinion that it had not shown a need for the proposed new radiotelephone service; that the new service would not result in as efficient and as economical use of the very limited facilities to be drawn from as would the use of the telegraph system and that the press made by Press Wireless in the development of the domestic radiotelegraph press service, which the Commission had previously authorized, would not warrant the granting of additional facilities.

In the event the proposed domestic radiotelephone service brought satisfactory results, Press Wireless planned to enlarge the service to cover the area of the United States by the use of eleven transmitting stations.

Press Wireless, Inc., is a group composed of the Christian Science Monitor, New York Times, New York Herald Tribune, Chicago Daily News, Chicago Tribune, Los Angeles Times and the San Francisco Chronicle.

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AMALGAMATED OPENING AUGUST 15TH - MAYBE

Ed Wynn wires from Hollywood that they are forcing him to sell his horse because it neighs when everything else out there, including Leo, the lion, yes-es.

Mr. Wynn declares things are progressing so rosily with his new amalgamated chain that the seven studios in New York occupying the fourteenth floor of the chain's new building will be completed today, August 1st.

As yet the opening date of the network has not been definitely set. LeRoy Mark, of Station WOL, the Amalgamated's outlet here, said his guess would be about August 15th.

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STATE CONTROL OVER RADIO IN DENMARK

Governmental control over radio broadcasting operations in Denmark, which ranks first among nations in the number of receiving sets in proportion to population, is said to be giving complete satisfaction. Furthermore the control system is self-supporting financially, says the Department of Commerce.

Danish broadcast programs are controlled by a supervisory board of 15 members which accepts suggestions from civic organizations which have been formed for the purpose of seeking an improvement in radio programs.

Receiving sets are licensed at about $1.75 a year and the broadcasting monopoly receives the entire sum. In most European countries the government levies a tax on receiving sets.

There is about one receiving set for each seven persons in Denmark, while in the United States the estimate is one set for eight and a third persons.

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LONG ANTENNA BRINGS EFFICIENCY

The most efficient radio ship in the Coast Guard Service is the "Mojave". This is believed to be caused by the fact that the "Mojave's" antenna length is approximately twenty-eight feet longer than any other vessel's in the Coast Guard Service.

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CANADIAN NEWS BROADCASTS REGULATED

Instructions have been issued to all radio broadcasting stations in Canada that they will not be allowed to broadcast news items other than those provided by the Canadian Press or some other licensed news agency in the Dominion of Canada. At the time, Canadian Radio Broadcasting Commission was furnished with news bulletins for two five-minute broadcasts daily, including Sunday.

According to the new regulations, which the Radio Commission has circulated to all stations, including those not yet taken over by the commission, a basic news bulletin service will be distributed from Toronto, head office of the Canadian Press, to be augmented by regional news items at such centers as Halifax, Montreal, Ottawa, Winnipeg and Vancouver.

These broadcasts are being used on the Commission's chain of some 20 stations, and made available to all independent stations that apply for the service from the nearest Canadian Press bureau.

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KNOWS RADIO CODE AT 6

Six-year-old Elmer Pendleton, of Columbus, O., according to an Associated Press Dispatch, has never been to school and does not know his A, B, C's, but he can send eight words a minute with a telegraph instrument.

Young Pendleton has to increase his speed to only 10 words a minute to qualify for a Department of Commerce license as a radio operator.

The boy began learning to use the code when 4 years old, when his father installed an instrument and began teaching him the dots and dashes.

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Edwin M. Whitney, member of the production staff of the National Broadcasting Company in New York, was married to Miss Emma M. Bolenius, of Lancaster, Pa. last Saturday at the Trinity Lutheran Church, of Lancaster. The Rev. Dr. Aden McIntosh, pastor of Trinity Lutheran, officiated.

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CBS NEW AND RENEWED CONTRACTS AND CHANGES

RENEWAL - Kolynos Sales Co., 536 Lake Shore Drive, Chicago, Ill.; Blackett-Sample-Hummert (Agency), 230 Park Ave., N.Y. City; Program - Just Plain Bill, Mon, through Friday, 7:15-7:30 P.M.; 13 basic and 1 supp. stations.

NEW - General Foods Corp., 250 Park Ave., New York City; Agency - Young & Rubicam, 285 Madison Ave., New York City; Program - All American Football Show, Friday 9:30-10:00 P.M., basic, Don Lee, 11 supp. stations.

RENEWAL - Gold Dust Corp., 88 Lexington Ave., New York City, Agency - Batten, Barton, Durstine & Osborn, 383 Madison Ave., N.Y. City; Monday through Friday 9:15-9;30 A.M., Stations: 7 basic plus 4 supp.; Listings: Goldie and Dustie and the Silver Dust Twins.

NEW - I. J. Fox Co., 393 Fifth Ave., New York City; Started July 25, 1933; Tues. and Friday, 8:00-8:15 P.M., WABC only; Program - Fox Fur Trappers; Agency - Peck Advertising Agency, 271 Madison Ave., New York City.

RENEWAL:

P. Lorillard & Co., 119 West 40th St., New York City; Wednesdays 10:00-10:30, 22 basic stations plus Don Lee plus 44 supp. Agency - Lennen & Mitchell, 17 East 45th St., New York City; Listings: Old Gold.

CHANGES: Frigidaire Corp., Wed. & Fri., 10:30-10:45, add Waterloo, Rochester, Bridgeport, Nashville, Columbus, Montreal & Toronto.

King's Brewing Co., Mon. & Wed., 7:00-7:15 P.M. After July 31st change to Monday only 6:45-7:15 P.M.

Barbasol Co., Mon. through Friday 8:00-8:15 P.M. After Sept. 11 change to 8:15-8:30 P.M.

Tidewater Oil Co., Mon. Wed. Fri., 7:30-7:45 P.M. After July 10th add Bridgport and WPG.

Gulf Refining Co. Wed. Fri. 9:00-9:15 P.M. after July 12th add Glens Falls;

American Home Products, Sunday 2:00-3:00 P.M. after Sept. 24th change to 1:30-2:30 P.M.

RENEWAL - Acme White Lead & Color Works, Detroit, Mich.; Agency - Henri Hurst & McDonald, Detroit, Mich; Program - "Smiling Ed McConnell"; Sundays 6:00-6:15, 16 basic, 15 supp. and Don Lee stations;

RENEWAL - Spool Cotton Co., 350 - Fifth Ave., New York City; Agency - Paul Cornell Co., 580 Fifth Ave., N.Y.City; Program - "Threads of Happiness", Friday 9:15-9:30 P.M., Basic, Don Lee, and 18 supp. stations.

RENEWAL - National Oil Products Co., Harrison, N. J.; Chas. Dallas Reach, Newark, N. J. (Agency); Program - "Big Freddy Miller", Tues., Thurs. Fri., 11:15-11:30 A.M., WABC only.

NEW - Sterling Products, Inc., Wheeling, W. Va.; Agency - Blackett-Sample-Hummert, 230 Park Ave., N. Y. C.,; Program - "Jack Armstrong - All American Boy", Mon. to Friday, 5:00-5:15 P.M., 12 basic;

NEW - Buick-Olds-Pontiac Sales Co., Detroit, Mich.; Agency - Campbell-Ewald, Detroit, Mich., "Ted Husing and Leon Belasco", Tues., Thurs., 10:30-10:45 P.M., 21 basic stations, 18 supp. and Don Lee.

NEW - Buick-Olds-Pontiac Sales Co., Detroit, Mich.; Agency - Campbell-Ewald, Detroit Mich.; Program - "Don Ross, the Pontiac Minstrel", Tues. - Thurs., 2:30-2:45 P.M.; 15 basic, 24 supp. stations and Don Lee.

NEW - Hecker H-O, Buffalo, N. Y.; Agency - Erwin Wasey & Co., 480 Lexington Ave., New York City; Mon. to Fri. inclusive, 6:15-6:30, and Mon. Wed. Fri., 5:45-6:00 P.M. PST, "H-Bar-O-Rangers".

RENEWAL - Continental Baking Corp., New York City (Wonder Bread); Time - Mon. Wed. Fri., 8:00-8:15 P.M.; Program - "The Happy Wonder Bakers", trio and orchestra.

NEW - The Centaur Co., New York City (Fletcher's Castoria), starts October 4, 1933; Time: Wednesday 8:30-9:00 P.M.; Program - Music and script; Agency - Young & Rubicam, New York City; Stations - 20 basic, Don Lee, 16 supplementary.

CHANGES; Oldsmobile, Tues. Thurs., 10:30-10:45 p.m., beginning August 1, is adding Bangor, Rochester, Fort Worth;

Pontiac, Tues. Thurs., 2:30-2:45 p.m., beginning Aug. 1 is adding Toledo.

P. Lorillard - Wednesday, 10:10:30 P.M., beginning August 9 is adding Richmond.

General Mills - Wheaties - on July 31 the program was changed from "Skippy" to "Jack Armstrong - All American Boy."

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NBC - Sterling Products, Inc., Wheeling, W. Va.; Agency - [illegible]-Dart-Gampel-Hoenich, 200 Park Ave., N. Y. C.; Station - [illegible] Armstrong - All American Boy, Mon. to Friday, 5:00-5:15 P.M., [illegible] [illegible]

NBC - Ralston-Purina-Sporting Goods Co., Detroit, Mich.; Agency - [illegible]-Mathis, Detroit, Mich.; "Bad Hunting and Good Fishing", [illegible], Tues., 10:30-10:45 P.M., 21 radio stations, 18 stops, 2nd [illegible] Lee.

NBC - Quaker-Oats-Sparkies Foods Co., Detroit, Mich.; Agency - [illegible]-Erwin, Detroit Mich.; Program - "Jack Hoxie, the Western [illegible]", Tues. - Thurs., 6:45-6:55 P.M.; 12 basic, 24 radio stations and 2nd Lee.

NBC - Quaker M-O, Buffalo, N. Y.; Agency - Ruth Ewing & Co., [illegible] Lexington Ave., New York City; Sta. 6, 22, Industry, Syracuse, [illegible], and Mon. Wed. Fri., 8:45-9:00 P.M. PST, "M-Quaker-Oatsies".

COSTAS - Continental Baking Corp., New York City (Wonder Bread); Time - Mon. Wed. Fri., 8:00-8:15 P.M.; Program - "The [illegible] Under Harrow", Vocal and Commentary.

NBC - The Gerber Co., New York City (Gerber's Baby Food); [illegible] October 2, 1932; Time: Tuesday 8:30-8:45 P.M.; Program - [illegible] Berkey Arnold - Verne a Robbins, Sam Ford Orch; [illegible] - 30 Coast, 20 Lee, 32 Burgleamulsion.

COLUMBIA, Cincinnati, Ohio, Time, 10:30-10:45 A.M., Tuesday [illegible] 2, 16 Coast Stations, Sponsor, New York; [illegible] Program, Time, Thurs., 8:30-8:45 P.M., Beginning Aug. 1 16 [illegible] Coast.

A. Lorillard - Tuesday, Wed. 8 P.M., Beginning August 8 16 [illegible] Broadway.

General Mills - Wheaties - on July 2 the program was changed [illegible] "Melody" to "Jack Armstrong - All American Boy."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF AUGUST 4, 1933.

No. 645

BROADCASTERS AND COMPOSERS GO TO IT HAMMER AND TONGS

"Harsh Words and Music" might well be the theme song of the clash between the Broadcasters and the Composers over the proposed increase September 1st to 4% of a station's gross receipts for the playing of copyrighted music.

As a result of representation said to have been made by Newton D. Baker, former Secretary of War, and counsel for the National Association of Broadcasters, and Oswald F. Schuette, of the Broadcasters, official notice may be taken of the controversy by the Department of Justice and the Federal Trade Commission. Mr. Baker recently conferred with Attorney General Cummings and on the same day met with Alfred J. McCosker, President of the National Association of Broadcasters, Philip G. Loucks, Managing Director, and Mr. Schuette. Officials at both the Justice Department and the Federal Trade Commission have been exceedingly "mum".

In the meantime, Gene Buck, President of the American Society of Composers, and E. C. Mills, the Society's fighting General Manager, have not been idle. A pamphlet which they issued, "The Murder of Music", naming radio as the murderer, has probably caused more discussion than anything which has happened in the long fight.

The main cause of the controversy between the broadcasters and the American Society of Composers, Authors and Publishers, arises out of the demand of the latter for an arbitrary annual sustaining fee and a fixed percentage of the gross revenue of the broadcasting stations regardless of the amount of ASCAP music that is used or whether music is used at all in the broadcasting programs.

At present this fixed percentage is 3 per cent, but after September 1, it is to be 4 per cent and in 1935, 5 per cent of the income from every program that is put on a broadcasting station.

This demand was embodied in the contract submitted to the broadcasters a year ago and each station was compelled to accept the contract without change under penalty of unlimited infringement suits. Inasmuch as every performance of a copyrighted number would be a separate infringement with a minimum statutory penalty of $250, it is said the Composers Society found itself in a position to threaten so vast a total of infringement suits that it refused to argue with the stations about the details of the contract. Each station had to sign the contract as it was presented or risk these unlimited suits.

Out of possibly a thousand music publishers in the United States - little and big - 140 are said to belong to the American Society of Composers, Authors and Publishers. Out of a roll of composers that has been estimated to run as high as 10,000, the Society is credited with a membership of 800.

The terms of the Composers broadcasting contract practically made it impossible for these independent composers or publishers to deal with broadcasters, inasmuch as any payment to an independent composer would represent a double payment on the part of the station for the music used by it. The station had already paid a percentage of its revenue for the use of the Society's music for the entire program.

This was a double burden on independent composers and publishers as it practically resulted in keeping them off the air - the only access which these composers and publishers had to a public audition of their music. It is this phase of the situation that has been the center of attention on the part of the Federal Trade Commission and the Department of Justice. Another complaint of the broadcasters is that the Composers Society has refused to submit a list of the compositions on which it claims the copyrights.

In an effort to overcome this handicap and to broaden the fields from which American broadcasting stations may obtain their music, the Radio Program Foundation was created by the broadcasters as a non-profit, cooperative organization of the National Association of Broadcasters. Mr. Schuette, director of copyright of the NAB was made President. His first step was to obtain for the American radio stations the "air rights" to the world famous Ricordi catalogue comprising some 123,000 compositions. The cost of this license was prorated among the broadcasting stations, but in each case the use of this music represented a double payment, inasmuch as the broadcasters must also pay for the Society's music which the Ricordi compositions might displace. Even though Ricordi numbers be used exclusively in a program, the royalty percentage on that program must also be paid to the American Society of Composers, the broadcasters contend.

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MONTREAL STATIONS MAY MERGE

"La Patrie", Montreal French daily newspaper which also controls radio station CHLP in the building of the Sun Life Assurance Company of Canada, has been taken over by "La Presse", the largest French daily on the North American continent. Both papers are in the evening field.

CHLP will continue to operate, it was affirmed, with perhaps a few changes in the personnel. The possibility was hinted at that the Presse station CKAC would be moved in with CHLP in the Sun Life Building.

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R.M.A. GETS BLUE EAGLE

Authority to execute modified Presidential Reemployment Agreements was granted by National Recovery Administrator Hugh S. Johnson to five great industries - the electrical manufacturing industry, the radio manufacturing industry, the rayon weaving industry, the bedding industry and a rayon and synthetic yarn producing industry.

More than 250,000 workers now employed, and an additional estimated 40,000 to be reemployed in these five industries, are directly affected by the modified agreements.

As a result, units of those industries who signed certificates of compliance with the modified Agreements, will immediately be entitled to display the N. R. A. Blue Eagle insignia. In these negotiations the Radio Manufacturers' Association signed the certificate of compliance for the radio manufacturing industry. All the members of the RMA who signed the President's Voluntary Agreement are therefore given the full privileges and benefits of the Blue Eagle.

Pending final disposition of the electrical manufacturing industry code, public hearings on which were concluded several days ago, workers in that industry "engaged in the processing of the products" will receive a minimum of 40¢ an hour for a 36 hour work week. Other employees except commission sales people will receive a minimum of fifteen dollars a week for a 40 hour work week. Executive, administrative and supervisory employees and traveling and commission sales people are exempted from the 40 hour maximum limit.

Similar minimums and maximums will apply in the radio industry until its code has been heard by the National Recovery Administration and approved by the President.

All of the modified Agreements specifically ban child labor in the affected industries.

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WKAV WITHDRAWS ITS APPEAL

The appeal of Station WKAV at Laconia, N. H., has been dismissed at the request of the station. It had previously been denied a renewal of license.

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GLOOMY MEXICAN OUTLOOK REPORTED

Advices reaching Washington are to the effect that there has been a deadlock at the North American Radio Conference at Mexico City for the past week and if this is not broken soon, the Conference may be dissolved. Inasmuch as all sessions are secret, it is exceedingly difficult to secure reliable information. One report is that the Mexicans have demanded 12 cleared channels, which the Americans declared was out of all proportion to their needs.

Likewise, it is understood that others of the Central American countries have from time to time asked for channels which would result, if lumped together in "the United States having about one cleared channel left", according to a broadcaster facetiously commenting upon the subject in Washington.

According to the information reaching here, the Canadians are not taking any part in the controversy, apparently being satisfied with what they have. There are conflicting reports with regard to the fate of Dr. Brinkley, whose station was closed down in Kansas and who is now operating a station on the Mexican border. One report is to the effect that his station is now being considered more favorably by the Mexicans.

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NAB TO ISSUE UP-TO-DATE CALL LIST

After waiting since January 1, 1932, for the Federal Radio Commission, which has been handicapped due to lack of funds, to issue a revised list of the broadcasting stations of the United States, the National Association of Broadcasters, upon the initiative of Phil Loucks, General Manager, has undertaken the work. Since the last Government printed list in 1932, additional supplements have been printed but the task of locating a new station or securing the latest information has been very annoying.

Accordingly, the Broadcasters have issued a printed list of stations as of August 1, 1933, carrying with it likewise quota units. There will be correction sheets every month and every six months, the entire list will be reprinted.

Mr. Loucks laughingly remarked that about the first people to be heard from after the new list had been printed was the Federal Radio Commission which asked for a "flock" of copies.

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COMMISSIONER TO INSPECT MONITORING STATIONS

Col. Thad H. Brown, who has been acting Chairman of the Federal Radio Commission during the absence of Judge E. O. Sykes, who heads the American Delegation at the North American Radio Conference in session at Mexico City, today (Friday) outlined his plans for an extensive trip in the field to obtain first-hand information in his capacity as Commissioner in charge of Field Operations.

Commissioner Brown will inspect monitoring stations and will confer with the Inspectors in Charge of a number of the radio districts. He is anxious to see that the Economy program recently inaugurated by the Commission does not reduce the efficiency of the field force. He is convinced that by proper administration of the reorganization plan there will be no let-up in the fight against "air pirates" and in the reporting of broadcasters who violate the rules and regulations of the Commission. He believes the new plan will eliminate much overlapping and will tend to more efficient service at less expense.

On August 21st he will go to Chicago and will inspect the new monitoring equipment set up by the Great Lakes Naval Training School; then he will visit the field offices in Kansas City to confer with officials there.

He will spend a week in Texas visiting Dallas, Fort Worth, San Antonio, Beaumont, Galveston, and Houston. In Texas, he will confer with Government officials, especially the District Attorneys, regarding the illegal operation of radio stations in that State. The Commission has received reports indicating 43 "Air Pirates" are operating in Texas, and the names of 13 of those alleged violators have been submitted to the Department of Justice for action.

Commissioner Brown will also visit the field offices in New Orleans and Atlanta on his return trip to Washington. He will be accompanied by Assistant Secretary John B. Reynolds.

Subject to some slight changes, Commissioner Brown's itinerary follows:

Chicago, August 21; Kansas City, August 22; Dallas and Fort Worth, August 23, 24, 25; San Antonio, August 26, 27; Houston, Galveston and Beaumont, August 28, 29, 30; New Orleans, August 31, September 1; Atlanta, September 2, 3, 4.

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BOSTON STATION APPEALS TO SUPREME COURT

A petition for a writ of certoirari in the United States Supreme Court will be filed by Station WLOE, of Boston, operated by the Boston Broadcasting Co. It is a 100 watt station with 250 watts during the daytime, operating on a frequency of 1500 kilocycles.

The Radio Commission denied a renewal of license to William S. Pote, who bought the station from a receiver in bankruptcy. Pote was also denied an assignment of the license. Both Pote and the station took the case to the District Court of Appeals which upheld the Radio Commission. Now they will appeal to the Supreme Court for a review of the case.

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BROADCASTERS GET BUSY ON CODE

A questionnaire has been sent to all members of the National Association of Broadcasters by Alfred J. McCosker, President, for the purpose of finding out what changes will be required in employment, hours of labor and wages paid by broadcasting stations by reason of their compliance with the President's Blanket Code.

The National Association of Broadcasters - and indeed all broadcasters, we believe - are heartily in accord with the principles underlying the code and the policy of the National Recovery Administration, Mr. McCosker said in his questionnaire addressed to the broadcasters. At the same time, there is not sufficient information available to determine what will be the actual effects upon the broadcasters by subscription to the code and by complete and whole-hearted compliance with its provisions. Nor is there enough information available from the industry to furnish an adequate basis for the preparation of the code which the President has required from all forms of business by no later than the first of September.

There has been an immediate and tremendous response to the appeal made by Alfred J. McCosker for the cooperation of stations throughout the country with the National Recovery Administration.

Already 400 stations have actually signed up on this, according to Philip G. Loucks, Managing Director of the Association, and more continue to come in.

Scripts are being sent to the station, also announcements by the National Recovery Administration. The question is now up as to whether or not electrical transcriptions may be made.

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SHORTWAVE AND TELEVISION CORP. BEGINS PUBLICITY CAMPAIGN

What is evidently the beginning of a vigorous publicity campaign is the first of a series of releases to radio editors sent by the Shortwave and Television Corporation of Boston. The first release bears the following note to the Editor:

"The authenticity of this article is guaranteed by Shortwave and Television Corporation who refer you to patents Nos. 1903112 and 1903113 issued in the name of Dr. Francois Henroteau."

"Ten years ago, while radio engineers were delving into the mysteries of radio receiver research, a young astronomer, Dr. Francois Henroteau, now head of the Astrophysical Department of the Dominion of Canada, scanning the heavens at night, was originating an idea that was eventually to prove the evident solution of television," the press release sets forth.

"Dr. Henroteau's ambition was to eliminate the use of cumbersome telescopic lenses and apply in their stead light sensitive devices, such as photo-electric cells, to bring the stars closer to the human eye. Photocells are sensitive to a wider band of colors than the eye, hence their value in astronomy.

"Finally an idea came to him which would provide an ultra-flexible means of star-gazing, in fact, a real 'eye', as facile as the human eye, but as sensitive to the colors of the spectrum as a photocell - a Super Eye.

"With the development of a Super Eye, which would be electrical in nature, its application to the coming art of television was an obvious step - and the device suited the idea perfectly.

"Patents were taken out in many countries and have been issued for over three years. The natural question that arises is why hasn't the Henroteau Super Eye been used in television long before this? The answer is that this eye needs the cathode ray type of receiver or reproducer to be fully effective and since the receiver itself had not been perfected, little thought was given to a television 'camera'.

"Like all good inventions, the Henroteau Super Eye is simple, as simple as the cathode ray tube itself. The image to be televised is picked up by a high grade photographic lense and focused on a plate inside a glass tube, much like a television cathode ray tube. This plate is made up of millions of tiny globules which are miniature photocells. A sweeping beam of light or electrons rapidly scans this plate in the familiar cathode ray manner.

"With the image playing constantly on the plate, each cell has the opportunity to fully register the amount of light or shade the lense directs upon it. As the scanning beam sweeps each minute cell, it releases the electricity charged up in that cell, the amount varying according to the amount of light or shade playing

upon it from the lense. The discharge places the voltage upon the grid of an amplifying tube.

"The outstanding advantages of this method of television pickup, besides the simplicity, is the fact that pictures of tremendously fine detail, up to 500 lines a frame, are possible; pictures with such good light pickup that the long dreamed of out-of-door scenes of basebell and football games become near realities.

"It is this powerful light pickup and consequent impulse which makes this Super Eye the connecting link in bringing cathode ray television to a point of practical utility.

"The cathode ray receiver had been foreseen by early workers, but a method of picking up the picture which could work up to the 500 line possibilities of the cathode ray picture reproducer seemed remote. Mechanical methods completely failed. Even though the speed could be obtained by high speed and unwieldy apparatus, the breaking up of the picture into so many fine dots made each one so small and in turn its impression upon the photocell so small that amplification to any useful point was impossible to all intents and purposes.

"With the Henroteau device, the scanning beam sweeps with the speed required for the 500 line television, but instead of being limited to the microscopic amount of light impulse which would result in the ordinary method of pickup, the beam arrives at each dot to find it holding a relatively large electrical charge which the beam releases instantly. On a basis of 24 pictures a second, it means that each minute particle will give an electrical impulse based on an exposure of 1/24 of a second, instead of 1/1,000,000 of a second under ordinary scanning conditions.

"It is seldom that the literary figure of speech, 'stargazing', has such a literal parallel as in this case of the Canadian astronomer, who, scanning the remote stars, found the answer to television."

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LINIT SIGNS FOR SUNDAY NIGHT SERIES OF HOUR SHOWS ON CBS

A new series of one-hour programs will be heard over a nation-wide WABC-Columbia network every Sunday, beginning October 1st. The broadcasts will be sponsored by the Corn Products Refining Co. in the interests of Linit.

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IMPROVED ANTENNA SYSTEM FOR RADIO BEACONS

In the radio range-beacons located along the airways of the United States, the course indication is secured by the intersection of two space patterns produced by properly excited antenna structures. In the TL antenna system recently developed by the Bureau of Standards for these stations to eliminate night effect, four towers are employed to secure the desired space pattern. In order that this pattern may remain fixed in space, the relations between the currents in the various structures must be maintained constant, both as to phase and magnitude, to a high degree of accuracy.

To accomplish this the Bureau has developed an excitation system which automatically maintains this relationship even during adverse conditions of antenna tuning. This synchronizing action is secured in one of two ways, first by the use of transmission lines 90 electrical degrees in length connected in parallel to the power amplifiers, and second by lines 180° long connected in series.

The operation of the parallel connected lines is dependent upon the fact that the relation between sending voltage and receiving end current for a line 90° in length is independent of the impedance of the load. The series connection is based upon the condition that a 180° line acts as a simple series circuit and consequently the current is continuous throughout the system. Both of these are dependent upon the fact that the attenuation of the line is negligible.

Tests of the system show it to perform very satisfactorily and it has been adopted as the standard method of installation on the airways. A complete description of this development will appear as Research Paper No. 581 of the Bureau of Standards Journal of Research.

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BROADCASTERS COMPLAIN OF MUSIC PLUGGERS

The music "plugging" over radio stations by the American Society of Composers publishers is getting worse, according to Oswald F. Schuette of the National Association of Broadcasters.

"A report from a single New York studio for one week in July", Mr. Schuette declares, "shows that twenty-six 'representatives' of twenty-one publishing houses paid sixty-two visits to that studio in that single week. A far western studio reports 'plugging' letters from five companies in the same week. And yet the American Society of Composers, Authors and Publishers claims that radio 'murders' music!"

The latter refers to a pamphlet gotten out by Gene Buck, President, and E. C. Mills, General Manager of the Composers, entitled "The Murder of Music", in which radio is charged with being one of the murderers.

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HEARING SCHEDULED FOR WEDNESDAY, AUG. 9

WPRO - Cherry & Webb Broadcasting Co., Providence, R. I., special authority (experimental) asked for on 630 kc., 250 w., unlimited time. Present Assignment: 1210 kc., 100 w., unlimited time. Others Notified: WMAL, Washington, D. C.; WEAF, New York, WCAC, Storrs, Conn.; WEEI, Boston; WGBF, Evansville, Ind.; KFRU, Columbia, Mo.; KGFX, Pierre, S. Dak.; WOS, Jefferson City, Mo.; S. Geo. Webb, Newport, R. I., and John E. McGoff, Julius Schaeffer & Francis Thurston, Newport, R. I.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(August 1, 1933)

WIND, Johnson Kennedy Radio Corp., Gary, Ind., modification of License to use old main transmitter as auxiliary, 560 kc., 1 KW; WKBC, R. B. Broyles Furniture Co., Birmingham, Ala., authority to operate the transmitter without approved frequency monitor, provided frequency is kept, but to cease operation if frequency deviates, for period of 10 days while monitor is being repaired; KFWI, Radio Entertainments, Ltd., San Francisco, extension of authority to remain silent for 30 additional days from July 31st; WHDF, Upper Michigan Broadcasting Co., Calumet, Mich., special authority to operate 9 A.M. to 11:30 A.M., 1:30 to 5:30 P.M. and 8:30 to 9:30 P.M. CST on August 4.

Also, Aeronautical Radio, Inc.: New at Kylertown, Pa., C.P. 278 kc., 15 watts; WNAM, Bellefonte, Pa., C.P. to change location of transmitter to Ames Airport, Kylertown, Pa.; WSDH, Murfreesboro, Tenn., aviation license, frequencies 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlimited 3222.5, 4917.5 day only, 400 watts; WAEN, Evansville, Ind., same as above (WSDH) except 50 watts power; City of Lubbock, Dept. of Elect., Lubbock, Tex., C.P. for police service, frequency 2458 kc., 50 watts; City of Rockford, Ill., C.P. for police service, frequency 2458 kc., 50 watts.

August 4: WKEU, Allen Wright Marshall, Jr., et al, LaGrange, Ga., license covering erection of new station, 1500 kc., 100 watts, specified hours; WMCA, Knickerbocker Broadcasting Co., Inc., New York City, modification of license to change hours of

operation from sharing with WPCH to unlimited; consolidate WMCA and WPCH, then delete WPCH; WHDF, Upper Michigan Broadcasting Co., Calumet, Mich., authority to remain silent from Aug. 7 to Sept. 11, 1933, on account of business conditions; WCFL, Chicago Fed. of Labor, Chicago, Ill., modification of C.P. extending completion date of C.P. from Sept. 1, 1933, to March 1, 1934; WSAI, Crosley Radio Corp., Cincinnati, Ohio, authority to use directional antenna installed under special authority and C.P. on present power, 500 w. night, 1 KW day, 1330 kc.; WMBH, W. M. Robertson, Joplin, Mo., special temporary authority to operate from 9:30 to 10 P.M. CST, Sept. 2, 9, 16, 23 and 30; Oct. 7, 14, 21 and 28; Nov. 4, 11, 18 and 25; Dec. 2, 9, 16, 23 and 30, 1933.

Also, W9XAH, Incorporated Village of Tinley Park, Ill., general experimental license 1594 kc., 20 watts; W9XAD, Echophone Radio Manufacturing, Ltd., Portable & Mobile, Waukegan, Ill., general experimental license, 34600, 41000, 51400 kc., 20 watts; WPFA, City of Newton, Mass., Police Dept., modification of C.P. to extend completion date to Aug. 16, 1933.

Applications Denied

WSPD, Toledo Broadcasting Co., Toledo, Ohio, denied authority to operate experimentally on frequency 590 with 1 KW from 3 to 5 A.M. CST, August 15, 16, and 17; WHBC, Edward P. Graham, Canton, Ohio, denied authority to operate simultaneously with WNBO August 7, 9 to 10 P.M.; also denied authority to operate with WNBO Aug. 8, 9 P.M. to 12 midnight.

Authorizations

The following authorizations have been granted subject to ratification by the full Commission at some future date:

Action Taken July 26: Radiomarine Corp. of America: KUFF, aboard "Lake Floris", Washington, D. C., temporary authority (60 days) to operate aboard vessel pending receipt of formal application; frequency range 375 to 500 kc., 200 watts; KOJQ, aboard "Lake Fitch", Washington, same as above; KHJA, aboard "Commercial Traveler", Washington, D. C. same as above except 2 KW spark; WHER, Westinghouse Electric & Manufacturing Co., aboard "Arthur B. Storey" Chicopee Falls, Mass., authority granted on July 22 covering operation of station on 2390 kc., aboard schooner, extended to include July 26 and 27; Action taken July 29: WIEW, National Broadcasting Co., New York City, authority to operate portable and mobile transmitter on July 30 and 31, 2390 kc.; KJXS, Mackay Radio & Telg. Co., Inc., aboard "San Jacinto", N. Y. City, 60 day authority to operate 50 watt transmitter aboard vessel pending receipt of formal application, frequencies 375 to 500 kc.; WJMS, WJMS, Inc., Ironwood, Mich., modification of special temp. authority to operate from 7:30 to 9:15 A.M., 11:30 A.M. to 1:30 P.M. and 4:30 to 7 P.M. CST for period Aug. 1 to Nov. 1, 1933; WMEH, Southern Radio Corp., NC-8495, special authority to operate aircraft station on plane as broadcast pickup station for period of 5 days, on 2390 kc., 15 watts; Action taken July 31: WKRC, WKRC, Inc., Cincinnati, Ohio, extension of special temporary exp. authority, authorized from August 1 to Nov. 1 as originally granted on June 16, Comr. Hanley withheld his approval of application.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

Working file

CONFIDENTIAL—Not for Publication

Desk

Miss Sprague

INDEX TO ISSUE OF AUGUST 8, 1933.

No. 646

NAB LINES UP WITH JOHNSON ON CODE

General Hugh S. Johnson, Administrator of the NRA, was advised on August 1st by Philip G. Loucks, Managing Director of the National Association of Broadcasters, that the Association "is now at work developing a code for broadcasters.

"President Alfred J. McCosker has appointed a committee which has addressed a questionnaire to all broadcasters with a view to obtaining information upon which a code will be drafted for submission to the National Recovery Administration", the letter states.

"Every effort will be made to have the code agreed upon and ready for submission at the earliest possible date."

Questionnaires mailed to all stations on July 31st are pouring in to the Washington headquarters of the Broadcasters' Association, and information contained therein will be used as the basis for the broadcasters' code. There is no need to stress the importance of each station supplying the information requested at the earliest possible date. Stations are cooperating generously in making the publicity campaign successful and the drafting and filing of a code is essential to make broadcasting's compliance with the letter and spirit of the law complete.

In dealing with industries submitting codes, officials of the NRA are urging each business unit to cooperate with the trade association representing its industry. Such cooperation not only expedites action, which is important, but makes for better representation of the industry involved.

The National Association of Broadcasters, in drafting and submitting a code, will represent the broadcasting business but this representation can be more effective from every point of view if every station joins up and does its part. Nothing would be more beneficial to the broadcasters and more helpful to the NRA than if all 610 licensed stations joined together in a single body under the Broadcasters' Association and worked cooperatively toward the achievement of the letter and spirit of the National Recovery Act.

In an effort to perfect the broadcasters' organization, the NAB at St. Louis, last November, reduced to $60.00 a year dues for stations whose gross business during the 12-month period immediately preceding December 1, 1932, did not exceed $30,000.00. It is estimated that about 200 stations will fall within this classification.

STRATOSPHERE NOT SO GOOD FOR RADIO BACKERS

The stratosphere balloon ascension proved a disappointment to the National Broadcasting Co., one of its sponsors, because there wasn't time to notify listeners when it would start. Word reached Washington about 5 o'clock Friday afternoon (August 4) that the balloon would go up at midnight and that a description of its ascent would be made at that time.

This was too late for the evening papers and too early for the morning papers, with the result that though there were several broadcasts preliminary to Lieutenant Commander's departure, only those who happened to be listening in knew about them.

The balloon finally went up at 2:50 o'clock, EST, Saturday morning. Nothing was heard by radio from Commander Settle after he left.

Thus not only the NBC was left in the dark, but also the Chicago Daily News, another sponsor. The third sponsor of the event, however, cashed in big. This was the Century of Progress Exposition, which seems to have a lucky break in most everything it does. Not only has the Exposition been kept in the public eye by the stratosphere attempt, but thousands upon thousands were attracted to the Exposition grounds to witness the start.

The balloon was equipped with such a powerful radio apparatus that Prof. Auguste Piccard had expected to talk to Commander Settle from Belgium.

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ILLINOIS STATION TURNED DOWN ON DAYTIME INCREASE

Ralph L. Walker, Examiner at the Federal Radio Commission has recommended that the application of Station WILL, the University of Illinois at Urbana, to increase its daytime power from 500 to 1000 watts, be denied.

The Examiner states that "serious and objectionable interference now exists between Stations WILL and WENR, due to insufficient mileage separation. The granting of the present application would increase this interference and further restrict the good service area of Station WENR. It does not appear that public interest, convenience and/or necessity would be served by granting the application.

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EARLY FALL "S R O" SIGN LIKELY TO BE HUNG OUT BY NBC NETWORKS

"The Standing Room Only" sign may be exhibited in the National Broadcasting Company's advertising lobby, according to George F. McClelland, NBC's Executive Vice-President in Charge of Sales.

"We have seen it coming", said Mr. McClelland in speaking of the rush for network operations on preferred times. "As much as three months ago, I prophesied that the so-called Summer 'tapering-off' would abruptly halt and a veritable rush for time start. It is now a fact that NBC scarcely has an available 15-minute period in the evenings on either network after September 1st. Nearly every old customer has signed for as much or more time on NBC networks beginning in September."

"The hegira to the NBC networks may have been caused in no little measure by the activities of the President's Industrial Recovery Act now about to be placed into active force. Whatever the individual's opinion of its final outcome, none will admit that NIRA is lacking in potentialities and is accountable for the prevailing strong upswing to business", according to the NBC Trade News Division.

"National advertisers aren't going to miss the opening act of the 'New and Bigger Business Deal.' They'll not only keep their season's box seats but will very probably buy up the choicest aisle seats to steal a march on competition. These national advertisers know from previous experience - even depression experience - that Broadcast Advertising will pay back every cent spent on the regular seats, on the extra seats they are buying. The newcomers to the air have the old-timers' word for it.

"However, down the list of agencies who place the majority of business with NBC, it is learned that no less than 25 shows are being planned and are taking shape under the direction of the ad agencies' radio directors. If the 'pre-views' of most of the shows are any indication, this Fall and Winter should indeed be a 'New Deal' for listeners."

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MILAN GIVES RADIO SHOW

The Fifth Annual Radio Show to be held in Italy will be in that familiar centre of Italy's industrial life, Milan, and will be inaugurated in September.

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MEXICO STANDING PAT FOR RADIO CHANNELS

The latest advice from Mexico City is that the Mexicans are clinging to their demand for numerous clear channels and that the North American Radio Conference will adjourn without an agreement on this.

One report reaching Washington is that the Mexicans held out for 12 clear channels and another that they demanded six for stations along the United States border. The Cuban, Nicaraguan and Costa Rican delegations are said to have supported Mexico in this demand.

The Canadians, it is understood, have taken no part in the channel controversy so it would seem that they must be satisfield with what they have. If no agreement is reached with regard to the assignment of Mexico's border stations, and there is no change of policy on the part of the Mexican Government in respect to these stations, the situation already there is likely to become worse.

Station XER, at Villa Acuna, operated by the well-known Dr. Brinkley, of Milford, Kans., is already causing serious interference to stations in this country with his 75,000 watts power. If through the representations of former Vice-President Curtis, who is in Mexico City acting as his unofficial observer, he is allowed to step his power up to 150,000 watts, even more etherial havoc may be created in this country. Our highest powered station is 50,000 watts.

However, stations in the United States are under the strictest scrutiny with regard to keeping on their assigned frequency. There is said to be none of this in Mexico, with the result that they "wobble" and are liable to be found most anywhere. Also, we have no agreement with Mexico as we have with Canada for a definite frequency assignment for these stations. Experiments are now being made prior to the opening of Norman T. Baker's station XENT, at Nueva Lauredo. Baker's old Station TNT was closed down in Muscatine, Ia. He expects to use 150,000 watts in Mexico.

Furthermore, the Mexican Government has authorized the construction of a 100,000 watt station at Pedras Negras, and still another of 500,000 watts, which would be one of the two largest in the world, at Matamoras. Russia has the other one. The Mexican government has indicated, however, that it may curb objectionable medical talks.

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RADIO LEADERS PROMINENT IN NEW YORK RECOVERY DRIVE

One of the first things Grover Whalen, of John Wanamaker's, Chairman of President Roosevelt's Recovery Drive in New York City, did was to appoint a strong Radio Committee. Its members are as follows:

Merlin H. Aylesworth, President National Broadcasting Company; William S. Paley, President, Columbia Broadcasting System; Donald Flamm, President, WMCA; Alfred J. McCosker, President, National Association of Broadcasters, and Emil Gough, President, WINS.

Among those whom Mr. Whalen appointed to his Executive Committee were Gen. James G. Harbord, Chairman of the Board, Radio Corporation of America, and Owen D. Young, Chairman of the Board, General Electric Company.

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WYNN SIGNS BISHOP OF CHINATOWN

Tom Noonan, beloved "bishop" of Chinatown, has signed a 52 week contract with the Amalgamated Broadcasting System, Ed Wynn's new network.

"The Cathedral of the Underworld", under which title the broadcasts will be heard, will include the regular services from the Bowery Mission House, Chinatown, New York City.

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RKO FORECLOSURE MOVE EXPLAINED

The foreclosure action against the Radio-Keith-Orpheum Corporation brought last Saturda, Aug. 5 by the Chemical Bank and Trust Co., as trustee of the corporation's 6 per cent gold debentures, will not affect the operation of RKO by its present management, M. H. Aylesworth, its President, said yesterday (Monday).

The foreclosure, he said, was merely a legal step to bring the trustee and the interests of the debenture holders within the supervision of the court, which is administering the receivership.

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NBC SPLASHES FORTH WITH NEW MERCHANDISING PUBLICATION

In the interests of effective selling by radio, the National Broadcasting Co. has issued the first number of a new periodical called "Broadcast Merchandising." The new publication, four pages in size, measures 9 by 12, will be issued from time to time.

In its initial issue, "Broadcast Merchandising" features an article by Lee Bristol, Vice-President of Bristol-Myers, Inc.

"How Etiquette is Merchandised to Sell Cellophane" is another leading article that tells of the example of aggressive radio merchandising the du Pont Company effected in connection with its Emily Post series.

A column entitled "Sparks" lists current sponsors' offers, tie-ins. Two more short subjects, "Selecting the Radio Offer" and "Phrasing the Radio Tie-In" complete the lineup of contents.

A copy of "Broadcast Merchandising" may be secured upon request from E. P. H. James, Sales Promotion Manager, NBC, 711 Fifth Avenue, New York City.

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RADIO OUTPUT IS RECORD

According to LeRoi J. Williams, Vice-President and General Manager of Grigsby-Grunow Co., manufacturers of Majestic radios and refrigerators, they have had another banner month in radio and refrigerator production.

"In the month of July", said Mr. Williams, "29,777 radio receiving sets and refrigerators were shipped from our plants. These shipments were not equaled in any month this year except June."

Mr. Williams also pointed out "refrigerator shipments for July were more than seven times those of July of last year. While July of 1932 was the lowest radio month for the year, July radio shipments for this year have been exceeded only by June - our peak record for almost two years."

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WRITER ASSAILS RADIO MANUFACTURING METHODS

Doubtless leaders in the radio manufacturing industry will reply to the following letter to the Editor of the New York Times, which appeared in that publication last Sunday signed by H. Graubard:

"For the past month or so there has been a great hue and cry in the New York newspapers about sweatshop conditions in many of the Pennsylvania factories. Reforms, like charities, should begin at home.

"During the past three weeks the writer, engaged in organizing a New York branch of the radio workers, affiliated with the American Federation of Labor, has seen almost unbelievable conditions in some factories manufacturing radio sets and parts. Long hours, low wages and bad working conditions have made these employees an exploited class, as witness the piece-work system. In one shop the workers remain in ignorance of the contents of their weekly pay envelopes until they receive them, because the employer cuts the scale without notifying them. The reason for this is obvious. Some of the employees, in trying to speed up production and thus augment their wages, became too efficient, and in this industrial age in which we live, profits invariably take precedence over principle.

"Undoubtedly some of these abuses will be remedied by the National Industrial Recovery Act - temporarily. In the excitement of the huge peacetime drive against poverty, many are apt to forget that the NRA is only a temporary emergency measure. From long experience in the labor field and with the inexplicable vagaries of human nature, I prophesy that the minute the temporary relief measures expire, human greed, in the face of rising prices and increased buying power, will force unorganized labor back to the same old standards. Not only the radio workers but all labor should remember that while at present all is sweetness and light - employers prefer profits!"

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"Skippy", the popular dramatization of Percy Crosby's well-known newspaper series and a juvenile favorite over the WABC-Columbia network for the past two years, is now being presented under the sponsorship of Sterling Products in the interests of Phillips Dental Magnesia.

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STANDARD ORDER FOR RADIO ADOPTED

Adoption of a standard order blank for spot broadcasting, similar to the standard order blank for publications in use since 1920, was announced jointly by the National Association of Broadcasters and the American Association of Advertising Agencies last week.

So far as possible the conditions governing the placing of spot broadcasting conform to those governing contracts and orders for publications. Points of similarity include:

1. Terms of payment, reading in part: "The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment." This is a clarification of the position taken by media owners and agencies and corresponds with a similar paragraph in the recently announced revised publication order blank.

2. Rates are guaranteed to be the lowest in effect and all shall be published.

3. A new clause in which the agency agrees that it will not rebate to its client any part of the commission allowed by the station, is identical with a new clause in the publication form.

Among the special broadcasting provisions are the following:

1. Contract may be terminated on two weeks' notice.

2. In case of substitution of sustaining program, with notice to agency less than two weeks in advance of broadcast, the station will reimburse the agency any non-cancellable cost of live talent. This is in accordance with current practice.

The purpose of the standard order blank is to facilitate placing of spot broadcast advertising and the handling of it by stations under uniform conditions. Both associations plan to promote widespread adoption of the new form which will be available to all bonafide advertising agencies whether members of the A.A.A.A. or not. A.A.A.A. members will use a white stock imprinted "Member A.A.A."; non-member agencies a colored stock without the designation aforesaid.

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SPANISH PUBLISHERS BAR NEWS TO RADIO

The Newspaper Publishers' Association of Catalonia, in Spain, according to a dispatch to the Editor & Publisher from Barcelona, have adopted resolutions against the practice of disseminating news by radio.

Contending with a problem that has vexed American publishers, the Newspaper Publishers' Association in Catalonia feel that with the wholesale importation of American, British, German and French radios into Spain at low prices, the stations in Barcelona and vicinity have during the last six months, given more time to news broadcasts as a means both of filling the dull morning and afternoon hours and reducing operating expenses.

Since the broadcasting companies are achieving both purposes by relying upon dispatches that are broadcast before appearing in the dailies, the publishers are determined to protect their interests by restricting to themselves all rights to the news services for which they are paying.

These services include those of the United Press Associations, Associated Press, Reuters, Fabra, Havas, and Wolff.

The following resolutions were adopted:

"1. Not to publish, except as paid advertisements, any notices previous to the celebration of any public act or spectacle the account of which might be transmitted to the public by radio.

"2. Not to authorize any editor or person associated with newspaper interests to make available, directly or indirectly, any information or to lend any aid to the radio broadcasting firms."

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NBC NEW AND RENEWAL ACCOUNTS

NEW - Carleton & Hovey Co. (Father John's Cough Medicine), Lowell, Mass.; Agency - John W. Queen, 5 Park Square, Boston, Mass.; Starts October 18, 1933, Wednesdays, 7:15-7:30 P.M. EDST; Network - WJZ, WBAL WMAL WBZ WBZA WSYR WHAM KDKA WCKY WENR KWCR KSO KWK KOIL; Also Starting Sunday, October 15, 1933, 2:45-3:00 P.M.; WEAF WTAG WEEI WJAR WCSH WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ WOC WHO WOW WDAH; Program - "Gems of Melody".

CHANGE - The Wander Co., Pacific Coast Daily except Sun. & Thurs 5:45-6:00 P.M. PST, starting 9/25/33. On Sept. 25 and thereafter KOA and KDYL will carry the "Little Orphan Annie" program from 4:45-5:00 P.M. PST. KGO KFI KGW KOMO KHQ KTAR continue to take the program at 5:45 PM PST.

NEW - Buick-Olds-Pontiac Co. (Buick Automobiles), General Motors Building, Detroit, Mich.; Agency - Campbell-Ewald Co., General Motors Building, Detroit, Mich.; Starts July 31, 1933; Mondays, 10:30-11:00 P.M. EDST; Network - WEAF WTIC WTAG WEEI WJAR WCSH WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WLW WMAQ KFYR KSD WOC WHO WOW WDAF WTMJ KSTP WEBC WSB KVOO WKY WFAA KPRC WOAI KOA KDYL KGIR KGHL KGO KFI KGW KOMO KHQ; Program - "Gus Haenschen's Parade of Melody" - Gus Haenschen and musical combination.

NEW - Gordon & Gordon, Ltd. (Cosmetics), 2701 S. Wells St., Chicago, Ill.; Agency - Critchfield & Co., 8 S. Michigan Ave., Chicago, Ill.; Started July 31, 1933; Mondays 10:30-11:00 P.M. EDST Network - WENR WJR KDKA; Program - "Princess Pat Pageant" - romantic dramatic program;

NEW - Beech-Nut Packing Co. (Chewing Gum), Canajoharie, N. Y. Agency - McCann Erickson, Inc., 285 Madison Ave., New York City; Started August 7, 1933; Monday, Wednesday, Friday 7:15-7:30 P.M. EDST, WEAF only; Program - "Red Davis" - dramatic sketch.

RENEWAL - Swift & Co. (Formay Shortening), Union Stock Yards, Chicago, Ill.; Agency - J. Walter Thompson Co., 410 N. Michigan Ave., Ave., Chicago, Ill., Starts August 3, 1933; Time - Thurs. Fri. 10:30-10:45 A.M. EDST; Network - WEAF WEEI (WTIC Thurs. only) WJAR WTAG WCSH; Program - "The Happy Ramblers", musical with Irving Kaufman and brief talk by Lucy Allen.

NEW - Continental Auto Co., Detroit, Mich.; Agency - Grace & Holliday, Detroit, Mich.; Starts August 7, 1933; Time - Mondays, 1:15-130 PM EDST WJZ WBAL WMAL WSYR KDKA WGAR WJR WPTF WJAX; 2:30-2:45 P.M. EDST WMAQ WLW WOC WHO WOW WDAF WTMJ KSTP WSM WMC WSB Effective Sept. 25 and thereafter this program will be changed to 12:15-12:30 P.M. on the Blue and 1:30-1:45 P.M. on the Red; Program "March of Transportation", dramatic program.

NEW - Fisher Body Corp. (Automobile Bodies), General Motors Bldg., Detroit, Mich.; Agency - Campbell Ewald Co., General Motors Building, Detroit, Mich.; Starts Wednesday, August 16 only; Time - Wednesday 9:45-10:00 P.M. EDST; Network - WEAF WTAG WJAR WCSH WLIT WFBR WRC WBEN WCAE WTAM WWJ WLW WMAQ KSD WOW WDAF CRCT CFCF WTMJ WIBA WEBC WDAY KFYR WRVA WPTF WWNC WIS WJAX WIOD WFLA WSM WMC WSB WJDX WSMB KVOO WKY WFAA KTBS KPRC WOAI KOA KDYL KGIR KGHL KGO KFI KGW KOMO KHQ KFSD KTAR; Program - "Fisher Craftsmen's Guild Program" 1st Infantry Armory, Chicago, 15 minute address by Edwin C. Hill.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

The Commission granted renewal of licenses for the regular period to the following:

WAAF, Chicago; WBSO, Needham, Mass.; WCAO, Baltimore and auxiliary; WDAF, Kansas City, Mo.; WDBO, Orlando, Fla.; WOSU, Columbus, Ohio; WEEI, Boston; WGBI, Scranton, Pa.; WGR, Buffalo;

WGST, Atlanta, Ga.; WICC, Bridgeport, Conn.; WIP, Philadelphia, Pa.; WJAR, Cleveland; WKY, Oklahoma City; WKZO, Kalamazoo, Mich.; WMAL, Washington, D. C.; WMAL, auxiliary; WMC, Memphis, Tenn.; WMMN, Fairmont, W. Va.; WMT, Waterloo, Ia.; WNAX, Yankton, S. Dak.; WNOX, Knoxville, Tenn.; WQAM and auxiliary, Miami, Fla.; WQAN, Scranton, Pa.; WREC, Memphis, Tenn.; WSUI, Iowa City; WTAG, Worcester, Mass.; WTMJ, Milwaukee; WWJ, Detroit; KFDM, Beaumont, Tex.; KFDY, Brookings, S. Dak.; KFRC, San Francisco; KFUO, Clayton, Mo.; KGW, Portland, Ore.; KHJ, Los Angeles; KLX, Oakland, Cal.; KLZ, Denver; KMJ, Fresno, Cal.; KOMO, Seattle, Wash.; KSD, St. Louis, Mo.

Set For Hearing

Wyoming Broadcasting Co., Cheyenne, Wyo., C.P. for new station to operate on 780 kc., 500 watts night, 1 KW day, unlimited time; KGIZ, Grant City Park Corp., Springfield, Mo., consent to voluntary assignment of C.P. to KGBX, Inc.; WLCI, Luthern Association of Ithaca, Ithaca, N. Y., renewal of license, 1210 kc., 50 watts, specified hours; WSBC, WSBC, Inc., Chicago, Ill., C.P. to move transmitter and studio from Chicago to Hammond, Ind.; install new equipment, change frequency from 1210 to 1360 kc., increase power from 100 watts to 1 KW night, 1.25 KW day; change specified hours to sharing with WGES 4/7ths time (facilities formerly assigned WJKS).

Miscellaneous

KFOR, Howard Shuman, Lincoln, Neb., application to assign license to Cornbelt Broadcasting Corp., granted on May 9 was retired to closed files for want of prosecution; KWLC, Luther College, Decorah, Ia., application for voluntary assignment of license to Telg. Herald, dismissed at request of applicant; KWLC, Telegraph Herald, Dubuque, Ia., C.P. to transfer KWLC from Decorah to Dubuque, dismissed at request of applicant.

Amateur Licenses

The Commission also granted 412 amateur station licenses, consisting of 316 new licenses; 2 renewals and 94 modifications.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF AUGUST 11, 1933.

No. 647

LAFOUNT OPTIMISTIC WITH REGARD TO FINANCIAL OUTLOOK

"New contracts for the sale of time already signed insure the successful operation of almost all Western radio broadcasting stations during the coming Fall and Winter", Commissioner Harold A. Lafound declared, upon returning to his desk after an extensive inspection trip of broadcasting, police, communication, and all classes of radio stations.

Mr. Lafount sounded a loud note of optimism regarding the financial outlook for radio stations, and expressed gratification over the disposition of licensees to cooperate willingly and anxiously in the work of the N.R.A.

His conclusions are based on visits to 36 cities in 11 Western States by rail, auto and airplane, between July 1 and August 7. Thirty-four of the cities are in the Fifth Radio Zone from which he was appointed. On his trip, Mr. Lafount conferred with 107 broadcasters, 69 licensed operators, 44 program directors, officers of 12 amateur organizations and with 34 individuals who were contemplating filing applications for permits to construct and operate broadcasting stations in the Fifth Zone. He also visited 9 police radio stations, conferred with representatives of Teachers and Parents' Organizations, and numerous listeners; Welfare Organizations, Chambers of Commerce, Commercial Clubs, Breakfast Clubs, and Advertising Agencies.

He held conferences also with several manufacturers and distributors of radio equipment and local officials of radio communication companies. He inspected a number of their transmitting plants.

During the period of unsatisfactory business conditions, Mr. Lafount observed, broadcasters in the Western and Pacific Coast States have suffered financially, although generally speaking they have maintained a high standard of programs. The sacrifices on the part of broadcasters are keenly appreciated by the listening public. He added:

"The general trend, particularly on the part of the smaller stations, has been towards transcriptions, and high class recorded programs, although many stations present 'live talent' programs almost exclusively."

Mr. Lafount denounced price cutting which he said is engaged in by only a few stations he visited and severely criticized the practice of stations selling time on the basis of payment per inquiry. This, he declared, in his personal opinion, to be unethical, and unfair competition and engaging by stations in business other than that of advertising by radio and broadcasting.

Mr. Lafount also commented upon the fact that in a number of States, the smaller stations are organizing State units.

In referring to long sales talks by advertisers, Mr. Lafount said: "It is an exception rather than the rule and many stations will not permit lengthy sales talks."

Mr. Lafount was loud in his praise of the equipment used by Western stations, saying: "It is interesting to note the trend towards improved antennae. Everywhere stations are studying this question with a view to making such changes in antennae as may increase their signals and service areas. Station owners generally are so pleased with the results of their new monitoring equipment that they are now seeking improvements along other lines, and the trend at the moment is towards improved antennae."

Mr. Lafount was likewise very enthusiastic over the work being accomplished by police radio stations. He believes that they are contributing much towards the apprehension of criminals, and in the reduction of crime. This is one of the most important public services that radio can render, he believes.

Mr. Lafount is more enthusiastic than ever before over the American radio system and is convinced it is far superior to that of any other country.

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NAB TO RUSH CODE THROUGH

The National Association of Broadcasters expects to have its code in the hands of General Johnson within the next two weeks. Every effort will be made to expedite its preparation. To this end there will be an important meeting Monday morning (August 14) at the St. Regis Hotel in New York. It will be attended by Alfred J. McCosker, President of the NAB, Frank M. Russell, Vice-President of the National Broadcasting Co. in Washington, Harry C. Butcher, Washington representative of Columbia, G. A. Richards, WJR, Detroit, John Sheppard III, WNAC, Boston, I. I. Buckwalter, WGAL, Lancaster, Pa., Leo Tyson, KHJ, Los Angeles, and Quin Ryan, WGN, Chicago.

"The Code will be worked out in the sunshine", said Mr. Loucks. "There will be no secret meetings. Each zone and class of station is represented on the committee and I imagine this committee will be expanded to include the entire Board inasmuch as the Board will eventually have to pass on it. The idea is to have somebody to speak for all classes of stations."

The New York gathering will have in front of it all the information secured from the recent questionnaires sent out by the National Association of Broadcasters such as hours of work, wages, etc. Likewise, it will have the general rules of the NRA and from this they expect to be able to decide upon the proper procedure.

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MEXICAN FAILURE POSTPONES REALLOCATION

Radio station owners greeted the failure of the North American Radio Conference in Mexico City with sighs of relief. The conference ended on August 9th when the American delegation is supposed to have refused to yield to Mexico's demands for a dozen exclusive channels.

The feeling of relief grows out of the realization that there will be no immediate reallocation of broadcasting stations by the Federal Radio Commission and that all stations are relatively secure on the present assignments, for the time being. They regret the failure of the conference because it allows Mexico and other Latin-American nations to build new stations, undeterred by any international agreement, which must operate on "pre-empted" channels with probable serious interference to stations in this country.

Had an agreement been reached, a widespread reallocation in this country, possibly as drastic as the 1928 shift, in which 95 per cent of the stations were involved, would have been inevitable. The Commission would have been forced to clear certain wave lengths to permit their use in Mexico and Central America, and the realignment would have been necessitated to find other spots for those dislodged American stations.

The American delegation is expected to arrive in Washington Monday. At the State Department it was said that Mexico's demands for facilities were untenable, since to meet them would have seriously crippled broadcasting in this country. It was indicated, however, that the nations concerned may be able to compose their differences later. Fernandor Coronado, Chairman of the Conference, said: "In the future we hope to reach agreement on broadcasting matters, which was the stumbling block of this gathering."

The official statement from the State Department reads as follows:

"The Department was informed this morning by the Chairman of the Delegation to the North American Radio Conference, which has been meeting in Mexico City during the past four weeks, that the Conference had adjourned yesterday morning, August ninth. A report was unanimously adopted recommending the following:

"1. Allocation and regulations covering use of non-broadcasting frequencies similar to our proposals. The proposal submitted by this Government allocated frequencies to non-broadcasting services, such as mobile, radio beacons, air, for amateurs, etc.

"2. Ten kilocycle separation, fifty cycle tolerance and assignments in multiples of ten for broadcasting stations as now practiced in the United States. This will eliminate the assignment of mid-channel frequencies as at present practiced by Mexico. The

MEXICAN FAILURE POSITIONS REALLOCATION

Radio station owners greeted the failure of the North American Radio Conference in Mexico City with sighs of relief. The conference ended on August 5th when the American delegation is supposed to have refused to yield to Mexican demands for a more equitable apportion.

The feeling of relief stemmed out of the realization that there will be no immediate realloc[illegible] of frequency assignments by the Federal Communications Commission and that all stations are relatively secure on their present assignments, for the time being. They regret the failure of the conference because it allows Mexico and other Latin American nations to build up strength, unfettered by any international agreement, which may operate to prevent [illegible] operations with powerful, serious interference to stations in the [illegible].

Had an agreement been reached, a widespread realloc[illegible] in this country, especially as regards the 1000 watts, in which 75 per cent of the stations were involved, would have been [illegible]. The Commission would have been forced to alert certain [illegible] to permit them use in Mexico and Central America, and the [illegible] would have been subjected to this other [illegible] for those assigned American stations.

The American delegation [illegible] in Washington Sunday, at the State Department. It was said that Secretary [illegible] facilities were satisfied, since to [illegible] would have actually [illegible] in this country. It was indicated, however, that the nations [illegible] to adopt [illegible] Federal Communications Commission, chairman of the Conference, said: "In the future we [illegible] to [illegible] which was the stumbling block of this conference."

The official statement from the State Department [illegible] as follows:

"The Department was informed this morning by the Chairman of the Delegation to the North American Radio Conference, that the Conference has been meeting in Mexico City during the past four weeks, that the Conference has adopted [illegible], and that it [illegible] unanimously adopted recommendations the following:

"1. Allocation and regulations covering any of non-broadcasting frequencies similar to our procedure. The proposal [illegible] by this Government allocating frequencies to non-broadcasting services, such as mobile, public [illegible], etc., for [illegible] etc.

"2. The allocation separation, frequency tolerance and [illegible] in multiples of ten for broadcasting stations as now [illegible] in the United States. This will [illegible] the assignment of sub-channel frequencies as is [illegible] by Mexico. The

result will be that the interference caused by each powerful Mexican station will now probably affect only one American frequency instead of two, as has been the case with some of the assignments now in force. The agreement to maintain assigned frequencies within a tolerance of plus or minus fifty cycles is in line with the present Federal Radio Commission rule. The enforcement of this provision will be very helpful in eliminating interference.

"3. Use of directional antennae and synchronization where possible to reduce number of broadcasting channels used.

"4. Monitoring by each country of broadcasting stations in all cases to study possibility of reducing interference.

"5. Full exchange of information between governments relating to broadcasting.

"The assignment of broadcasting frequencies to countries was left pending without agreement. Adjournment was on a friendly basis with an expression of expectation to continue cooperation to solve remaining problems."

There is considerable speculation as to whether Mexico and the United States will endeavor to reach an agreement through an exchange of diplomatic notes. Such a procedure was followed in May, 1932, when Canada and the United States agreed on a division of available broadcasting wave lengths. There is also talk of another conference to be held shortly in Washington, attended only by Mexico, Canada and the United States.

In the meantime, it is assumed that XER, Dr. Brinkley's 75,000 watt station just across the border will continue on the air and that Norman T. Baker's 150,000 watt station XENT at Nueva Laredo will be allowed to open up. Both Brinkley and Baker's stations were closed down in the United States on medical complaints. Former Vice-President Curtis, who represented Brinkley in Mexico City during the Conference, is said to have made friends for him down there with an improved feeling towards Brinkley resulting.

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SOCIALIST STATION WANTS MORE POWER

With six out of the ten stations sharing the frequency of 1300 kilocycles using 1000 watts, Station WEVD, memorial station of New York, dedicated to the late Euvene V. Debs, national Socialist leader, has now likewise petitioned the Radio Commission for that privilege. WEVD is at present using 500 watts.

Those using 1000 watts on the frequency are WBBR, Brooklyn, WFAB, New York, WIOD, Miami, Fla., KFH, Wichita, Kans., WOQ, Kansas City, Mo., and KFAS, Los Angeles. WEVD shares time with WHAZ, Troy, and WFAB, New York.

Owing to the fact that other stations on the frequency are allowed 1000 watts, it is figured that the chances of WEVD for securing the increase are good. A hearing will be held on the case in Washington Tuesday, August 15.

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MUSIC PUBLISHERS' CODE TO BE OPPOSED

Opposition loomed up in the pop publishers' ranks last week against the music industry code that is being submitted to the NRA administrators. As soon as the covenant, which was approved at a general meeting of the trade called by the Music Publishers' Protective Association last Tuesday is placed on file in Washington, the opposition group intends to protest against several provisions in the code and ask Gen. Hugh S. Johnson for a hearing.

What this publisher coterie particularly objects to, according to Variety, is the move made by the MPPA to have itself declared by the administration as the one and only recognized association of the industry with full power and authority to assess costs and otherwise administer the provisions of the code. The opposition group will seek to have eliminated from the code that portion which prohibits any publisher from attending club or hotel room openings or closing or similar functions and which puts a strict curb on what the clause here terms "extraordinary expenditures".

"The standard publishers are expected to have their code completed by the end of this week and ready for merger with the pop men's covenant", Variety continues. "If the standard camp fails to get together on a definite set of regulations soon it is the intention of the MPPA to cease waiting and immediately forward the pop music code to Washington.

"Clause dealing with the unfair methods of exploiting material, in addition to prohibiting any form of gratuity, puts a ban on furnishing any sort of special arrangement, the buying of benefit, dance, etc., tickets, advertising in mail order organs or paying the bill for performer puff advertising, the cutting in of orchestra leader or performers on songs and the attending of night spot openings. Under the same clause, no band leader may make a special arrangement for himself without first getting permission from the copyright owners."

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BROADCAST TOWERS DEMAND BEST CARE SAYS U. S. OFFICIAL

Radio transmitting stations could be improved greatly in general appearance and repair bills would be cut down, if all broadcasters were to paint the towers of their stations at frequent intervals, according to Thad H. Brown, Acting Chairman of the Federal Radio Commission and Commissioner in charge of the Division of Field Operations.

Chairman Brown, in discussing ways and means to improve the appearance of radio transmitters, recalled that the Aeronautic branch of the Department of Commerce demands that all radio towers in the immediate vicinity of airports be painted. He added:

"While this is a matter outside the jurisdiction of the Commission, radio stations, as part of their good will campaign, should see to it that their equipment does not produce eyesores in the neighborhoods in which they operate.

"Believing that it is a good investment, the Commission's master monitoring station at Grand Island, Nebraska, is kept scrupulously clean and painted. All the uprights in and near the station are kept freshly painted as well as the walls of the rooms wherein the valuable equipment is located."

Paint experts say that not only will the painting of radio towers add to the distinctive appearance of a station but it will prolong the life of the towers themselves.

"It is difficult to make an accurate estimate", said Dr. Henry A. Gardner, one of the leading paint research experts of the country, "of the losses resulting from weathering away of metals, but the annual loss of steel alone, due to corrosion, has been estimated to be in the neighborhood of five hundred million dollars."

Dr. Gardner says that "a ton of fabricated steel, worth, say $50.00 is effectively preserved by probably less than three dollars worth of paint."

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TO TRY 2-WAY POLICE RADIO

After more than a year of preliminary work, a request has been made by the Indianapolis Police Department for an experimental license from the Federal Radio Commission to conduct a series of tests from WMDZ, police radio station, to establish a two-way communication between radio cars and headquarters.

Tests will be conducted under the supervision of Capt. Robert L. Batts. Michael F. Morrissey, chief of the Indianapolis police, and Capt. Batts have conferred with engineers in Washington on the feasibility of the project.

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INDICAST TOWERS DEMAND WORK BUT NEW RATE U. S. OFFICIAL

Radio transmitting stations could be improved greatly in general appearance and repair bills would be cut down, if all broadcasters were to point the towers of their stations at three-month intervals, according to Thad H. Brown, acting chairman of the Federal Radio Commission and Commissioner in charge of the Division of Field Operations.

Obviously from, it discovering ways and means to improve the appearance of radio transmitters, realizing that the technical bureau of the Department of Commerce thereby had all radio stations in the immediate vicinity of airports be painted, "he added.

"While this is a matter merely the responsibility of the commission, radio stations, as part of their duty and obligation, should see to it that their equipment does not produce unpleasant in the neighborhoods in which they operate.

"Believing that is a good investment, the operating of a radio monitoring station at Grand Island, Nebraska, is kept scrupulously clean and painted. All the equipment in the transmitting station are kept freshly painted as well as the walls of the building, thereby the valuable equipment is protected.

Talks experts say that not only will the painting of radio towers aid in the disappearance of a distinct but it will prolong the life of the tower themselves.

"It is difficult to make an accurate estimate", said Henry A. Gardner, one of the leading paint chemists of the country, "of the damage done by rust from weathering over the years, but the annual loss is quite large. Due to corrosion, it has been estimated to be in the neighborhood of five hundred million dollars."

Dr. Gardner says that a ton of rust-resisting paint, worth $20.00 is effectively protected to economically save ten tons of iron worth of paint.

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TO THE EDITOR RADIO

A-K STRIKE MAY SPREAD

A number of employees of the Atwater Kent Manufacturing Company in Philadelphia struck for an increase in wages and recognization of the Union. Officials of the company denied that a "strike" existed at their plants, but admitted that "100 dissatisfied workers" walked out.

The company said the dissatisfaction arose when bulletins were posted, stating the plant would operate under the modified code of the Radio Manufacturers' Association, as approved by the NRA.

It is planned by leaders of the men to extend the strike to the entire 1,500 employees.

The strike is being conducted by organizers of the American Federation of Radio Workers, which organized a similar strike of more than 4,000 employees of the radio and television plants of the Philco Radio Company several weeks ago.

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McCARGAR SAYS TELEVISION READY BUT NEEDS CAPITAL

Television is technically ready for broadcasting, but its launching on a basis akin to radio will require quite an outlay of capital, J. B. McCargar, President of Television Laboratories, Ltd., stated to the Associated Press in San Francisco, upon his return from the East.

Mr. McCargar said that his company, which has been pioneering in cathode ray tube television development, has arranged for the establishment of laboratories in Philadelphia.

As to the immediate future of television, he said air-picture transmission will tend definitely toward the ultra-short wave channels with its own separate set-up.

Its general inauguration will be on a sectional basis, Mr. McCargar believes, and chain coverage will be practical only after the establishment of relay stations at intervals of about twenty-five to fifty miles.

Recent experiments appear, he said, to have established that the maximum distance of television in the ultra-short waves is about seventy-five miles.

For some time to come, he predicts, television will be on a regional basis, but if business conditions continue to improve, "there is no logical reason why commercial television should not be launched in the near future.

A-2 Digest May 5,1952

A group of employees of the Atlantic Coast Manufacturing Company in Philadelphia voted to go on strike for an increase in wages and recognition of the Union. Officials of the company called this a "strike" aimed at their plants, but admitted that 100 "electrical workers" walked out.

The company said the electrocution strike was not initiated here locally, stating the plant would operate tomorrow, utilizing the services of the Radio Manufacturers' Associated Unions, managed by the IBEW.

It is planned by Lessons of the war to extend the strike to the entire 1,500 employees.

The strike is being conducted by representatives of the American Federation of Radio Workers, multi-companies, affiliated with the AFL. Approximately 4,000 employees of the Philco and Philco-Ford plants of the Philco Radio Company, several miles ago.

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MODERATOR SAYS TELEVISION READY BUT STILL CAUTIOUS

Television is technically ready for broadcasting, but its launching on a large scale is still premature, says Mr. Moderator of Central, J. R. Moderator, president of Philco Laboratories, Inc., stated to the Association Press in Moderator, upon his return from the West.

Mr. Moderator said that his company, which has been working in authors ray tube television development, has attempted the establishment of laboratory experiments.

As in the immediate future of television, in this direction transmission will need definitely towards the ultra-short wave frequencies with its own separate band.

The general transmission will be on a sectional basis, Moderator believes, and network service will be unofficial only for the establishment of relay stations on intervals of about twenty-five to fifty miles.

Recent experiments showed, he said, so have established the maximum distance of visibility in the ultra-short wave is about seventy-five miles.

For some time to come, he predicts, television will be a regional basis, but if continued experimentation continues to improve, there is no logical reason why national television should not be improved in the near future.

"In its present stage of development, television is much further along from the point of view of home entertainment than radio was when it was introduced", he added.

The Television Laboratories' process was largely the development of Phil T. Farnsworth, Brigham Young University youth, who at 22 had designed his first cathode ray tubes for both transmission and reception with electrical scanning. The last two years Farnsworth has been conducting experiments for a Philadelphia radio set manufacturer.

Pictures and sound can both be broadcast over the same wave channels, making it possible, Mr. McCargar said, to build combined television and radio sets at a reasonable outlay.

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RADIO WHOLESALERS FILE CODE

The Radio Wholesalers' Association and National Federation of Radio Associations have filed a distributive divisions code for the radio industry. A National Executive Committee of the radio industry is to be created and several divisions established for the administration of the code. These are to be the Radio Wholesalers' Association, local associations of distributors, the National Association of Retailers, local associations of retailers, and service companies and local associations of service men.

Each division is to undertake formulation of a labor code, consistent with the general provisions of the proposed master code. Child labor is banned. Maximum hours of labor for distributors' employees (other than outside salesmen) are set at $40 a week. There is to be no business done on Saturdays, Sundays or legal holidays, except in emergencies. Minimum rates of wages are fixed on the basis of classification of labor, geographical location and cost of living. In metropolitan areas minimum wages range from $15 to $22.50.

Regulations affecting prices, trade practices, advertising, statistics and records, and rules for the administration of the code are formulated in detail.

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DRAFTED FOR RADIO SERVICE

Floyd Gibbons, mile-a-minute radio reporter and veteran war correspondent has again been drafted for wartime service, this time by Gen. Hugh S. Hohnson, commanding the forces in the battle for industrial recovery. Lowell Thomas, Edwin C. Hill and others will be called upon.

Gibbons flew to Washington from Chicago to confer with the head of the National Recovery Administration to get a typical Gibbons "low-down" on the complicated machinery of the organization. He returned to Chicago by air the following day. He plans to give a first-hand picture of the work of the Recovery Administration.

Gibbons is tied up with a network contract sponsored by the Palmer House of Chicago, consisting of a daily running fire comment on the World's Fair. He wired the Speakers' Division as follows:

"I feel greatly honored at your invitation to broadcast the dramatic story of the National Industrial Recovery Act which I have already described as the greatest and most important event in the economic history of the nation. The Palmer House concurs in your request and relinquishes its exclusive control of my radio appearances for the success of the program. Will be glad to fly to Washington and spend day gathering material. Please accept my personal assurance. I am yours to command in this national emergency."

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NEW 500 KW TESTS BEGIN IN FEBRUARY

Enough water to supply the daily wants of more than 6,600 average families will be used each day to cool the giant 100-kilowatt tubes to be installed in the new mammoth 500,000 watt transmitter plant now under construction for the Crosley Radio Corporation station WLW.

Virtual completion of the huge cooling system for what is to be the world's most powerful broadcasting station was announced by Joseph A. Chambers, WLW Technical Supervisor in charge of the construction of the new plant. One million gallons of water will circulate daily through this cooling system.

The new colossus of the air is expected to be completed and ready for test broadcasts late in February.

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INSURED VOX RADIO SERVICE

Floyd Gibbons, wide-a-vision radio reporter and veteran war correspondent has been hired for marine service, announced by Gen. Hugh S. Johnson, commanding the forces in the battle for industrial recovery. Lowell Thomas, Edwin C. Hill, and others will be called upon.

Gibbons flew to Washington Monday to confer with the head of the National Recovery Administration on a typical "fly-away" on the consultation requirements of the organization. He planned to return to Chicago in an airplane Wednesday. He will give a first-hand picture of the "war" of the Recovery Administration.

Gibbons is lined up with a battery of reporters covering the Silver Dome of Chicago, consisting of a daily roaring-fire program on the World's Fair. He stated his Recovery Division assignment follows:

"I feel greatly honored at this invitation to broadcast the dramatic story of the National Industrial Recovery Administration. I have already described as the greatest man hunt in history, and the economic history of the nation. The Eagle is now hunting for recovery and rallying the patriotic forces of my radio microphone for the purpose of the campaign. Why do I fly to Washington and what have I to do with it? Simply because I am interested spectator. I am there to command in hole-and-corner reporting."

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NEW 200 AT DEAD SEAS IN FEBRUARY

Enough water to supply the daily needs of more than 200 average families will be used each day to coal the great 100-mineral cobes to be installed in the new Nemmith 300,000 watt transmitter plant now under construction for the Crosley Radio Corporation station WLW.

Virtual adoption of the high cooling system for what is the world's most powerful broadcasting station has announced Powell A. Crosley, VIP Fraction Superior in charge of the construction of the new plant. One million gallons of water will be required daily from the cooling system.

The new broadcast station will be located to be employed and ready for transmission late in February.

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D. C. NRA CAMPAIGN LEADERS GIVEN MILITARY TITLES

The District of Columbia's campaign organization to push the President's recovery program has been formed with Thomas P. Littlepage, President of the Chamber of Commerce and well-known radio lawyer as its Committee Chairman and General. There is a Lieut. General next in command to General Littlepage and the three next important committees are headed by Colonels. Col. Claude W. Owen is Chairman of the Publicity Committee which is responsible for sending the NRA message out through the press, the radio, over poster boards and from theater screens.

The sub-committees of these main divisions are headed by majors and these are divided into ranks led by captains.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(August 8, 1933)

WPEW, Commonwealth of Mass., Dept. of Public Safety, Northampton, Mass., modification of C.P. to extend completion date to Aug. 21, 1933; KGST, Aeronautical Radio, Inc., Kansas City, Mo., aviation license, 278 kc., 15 watts; WSDX, Same Co., Chicago, Ill., aviation license 6495 kc., 5 watts; Bell Telephone Laboratories, Inc: W2XBY, NC-952-V, and W10XAD, NC-417-H, renewal of special experimental license in exact accordance with existing licenses; KWW, Joseph T. Bauer, near Chichagoff, Alaska, renewal of fixed public point-to-point telg. license in exact accordance with existing license; Aeronautical Radio, Inc., Fort Worth, Texas, C.P., frequencies 3127.5, 3232.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlimited; 3222.5 kc day only, 400 watts power.

August 11 - WODA, WAAM, Wodaam Corp., Patterson, N. J., authority to conduct field intensity tests from new proposed transmitter location during experimental period for 10 days, with portable transmitter 250 w. on 1250 kc.; KGDY, Voice of South Dakota, Inc., Huron, S. Dak., modification of C.P. to extend completion date from Aug. 21 to Nov. 21, 1933; WMSG, Madison Square Garden Broadcast Corp., and WCDA, Italian Educational Broadcasting Co., New York, consent to voluntary assignment of license to Standard Cahill Co., Inc.; KVOR, The Reynolds Radio Co., Inc., Colorado Springs, Colo., consent to voluntary assignment of license to S. H. Patterson; WGNY, Peter Goelet, Chester Township, N. Y., special temporary authority to operate specified hours August 16 and Aug. 17 provided WFAS and WGBB remain silent; WMBH, W. M. Robertson, Joplin, Mo., special temporary authority to operate from 3:30 to 6 P.M. CST, on September 5 and 6.

Also, W1XAZ, Westinghouse Electric & Manufacturing Co., E. Springfield, Mass., modification of C.P. to extend completion date from Aug. 14 to Oct. 1, 1933; WPFU, City of Portland, Maine, Police Dept., license for police service, 2422 kc., 100 watts; WPDZ, City of Fort Wayne, Ind., Police Dept., license for police service, 2470 kc., 200 watts; W1XAM, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., license to cover test of 68 type TBF transmitters (Spec. Exp.), frequencies allocated by Ex. Ord. to Navy Dept., and under conditions specified by that Dept. 500 watts; W1XAK, Same Co.(W. E. & M. Co.) renewal of special experimental license, 990 kc., 50 KW, unlimited time.

Renewal Of Licenses

WBEN, Buffalo, N. Y. (also auxiliary); WCOC, Meridian, Miss.; WFI, Philadelphia; WJAX, Jacksonville, Fla.; WKBN, Youngstown, Ohio; WLIT, Philadelphia; WOW, Omaha, Neb.; KARK, Little Rock, Ark.; KFAF, Denver; KFYR, Bismarck, N. Dak.; KMTR, Los Angeles, KPRC, Houston, Tex., KTAB, San Francisco; WCAC, Storrs, Conn.; WMCA and auxiliary, New York; WTAG, and auxiliary, Worcester, Mass.; KFSD, San Diego, Cal.; KGKO, Wichita Falls, Tex.; KHQ, Spokane, Wash.; KSAC, Manhattan, Kans.; KTAR, Phoenix, Ariz.

Miscellaneous

WICC, Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., granted petition to reopen case heard on June 20, 1933, for increase in power, in order to consolidate case with the application of WCAC, Storrs, Conn., for increase in power on the same frequency. WICC and WCAC now divide time on 600 kc.

KOAC, Oregon State Agricultural College, Corvallis, Ore., granted permission to take depositions of 25 witnesses in re hearing upon application for renewal of license.

KTAR, KTAR Broadcasting Co., Phoenix, Ariz., granted special temporary exp. authority for period beginning September 1, and in no event later than March 1, 1934, permitting operation of said station with 500 watts night in addition to regular power of 500 watts, for the purpose of enabling practical observations to be made to determine whether or not interference will result from such operation. This authorization is made pending final decision of the Commission on the application of KTAR for modification of license to increase night power from 500 watts to 1 KW.

The following application, heretofore set for hearing, was denied because applicant failed to enter appearance within time allowed: WCAC, Connecticut Agr. College, Storrs, Conn., application for modification of license to increase power to 500 watts.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

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INDEX TO ISSUE OF AUGUST 15, 1933.

No. 648

WOULD DENY RADIO FACILITIES TO NRA SLACKERS

It is the patriotic, if not the bounden and legal duty of all licensees of radio broadcasting stations to deny their facilities to advertisers who are disposed to defy, ignore, or modify the codes established by the NRA, Commissioner Harold A. Lafount has declared.

Mr. Lafount's observations were based on experiences gained on his recent inspection trip of 107 radio stations in 11 Western and Pacific Coast States. While he found a disposition on the part of practically all broadcasting stations to support enthusiastically the industrial recovery program of the Government, a few isolated cases of flagrant violations were brought to his attention which he feels should not go unnoticed. For instance, in a Pacific Coast city, a delegation of business men called on him and protested vehemently against a licensee of a broadcasting station who permitted one of their associates to go on the air offering his service at greatly reduced prices.

The chairman of the delegation said, in effect:

"We have signed the NRA code and we intende to support the Government to the limit in its recovery program. But we feel that we are the victims of a grave injustice when Government agencies, in the form of franchises for the use of radio facilities, are allowed to ruin our business. We should be afforded protection from such practices."

Protestants declared that one of their associates after signing the code had gone on the air with a price-cutting program and as a result he had a big boom in business at their expense.

Of course such trade practices and unfair competition should not be countenanced, Mr. Lafount declared, but there is little or nothing the Commission can do about it. He added:

"Under the Radio Act the Commission has no right of censorship. However, the Commission has the right to take into consideration the kind of programs broadcast when licensees apply for renewals.

"In the present crucial time, when the Government is making a determined effort to restore prosperity and to provide employment for vast groups, by establishing codes for industry, tending to provide more jobs, by reducing working hours and advancing wage scales, it is questionable, in my individual opinion, if the Commission should ignore such protests as the one filed by the delegation mentioned.

"Of course, when the people are fully informed concerning the NRA drive, its purport, and the philosophy back of it, listeners will ignore appeals for business based on price-cutting. In fact, such appeals will be considered unfair, unpatriotic and un-American.

"During the World War those who refused to do their part were labeled 'Slackers' - a term of contempt. Those who refuse to aid the Government in this critical time in its war against depression should be placed in the same category. So far they have been dubbed 'Chiselers' but to my mind that is too mild a term.

"The success of the recovery drive, it is generally conceded, depends on team work on the part of the whole nation - the buyers as well as the producers. Many are called upon to make sacrifices for the common good and those who refuse to play the game deserve, and undoubtedly will receive, the odium of all true Americans.

"It is to be hoped that radio stations, using valuable facilities loaned to them temporarily by the Government, will not unwittingly be placed in an embarrassing position because of the greed or lack of patriotism on the part of a few unscrupulous advertisers."

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VAUGHN DE LEATH SUGGESTED FOR RADIO COMMISSION

While Vaugh De Leath, said to be the original crooner, was playing at a Washington theatre, an admirer started a boom for her as Federal Radio Commissioner. This was done in a letter to a newspaper as follows:

"Now that the Administration is recognizing women's ability to fill responsible positions in the Government, it seems to be a fitting time to suggest that the appointment of Vaugh De Leath to the Federal Radio Commission would be a wise and beneficial move.

"Though the public knows Miss De Leath primarily as a radio star, it is well known that as one of the pioneers of radio, she is as much at home in the control room as in the studio. Her knowledge of its controversies, of the wants of the public, and of the needs of radio as a whole is far greater than that of many men now controlling the destiny of the radio field.

"As a member of the Commission, her views would be representative of the millions of women who today comprise the larger part of the radio audience throughout the country."

It is said that Miss De Leath for a long time conducted her own radio station and that she assisted Dr. Lee de Forest.

Of course Miss De Leath has not the slightest chance of becoming a Radio Commissioner, even assuming that the above proposal is serious and not a press agent stunt. Nevertheless, the proposal may start other women to thinking about it, among them possibly someone who may have sufficient political pull to inaugurate something.

The next Commissioner, whose term is to expire in February, 1934, is W. D. L. Starbuck, a Democrat, of New York. It would be an interesting turn of affairs, and one well within the realm of probability now that the thing has been suggested, if there should be women as well as men candidates seeking his place.

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AUTO RADIO RECEIVERS WIN FIRM PLACE

"Will the return to better times economically see a natural and inevitable fusion of the automobile and radio?" William Ullman, noted automobile authority inquires. Replying to his own question, he declares there are strong indications that the query merits an affirmative answer.

Among the substantive evidence, as he sees it, is the following:

Motor car radio receivers are becoming more efficient. Some of the original difficulties, among them that of interference from the ignition system, have been eliminated entirely and others have been significantly modified.

Receiver prices are dropping steadily to a point that makes them economically feasible for a much larger number of motorists, especially with the return to anything like normal economic equillibrium. The price reductions are the result of reduced production costs rather than a diminution of quality in sets.

Steady improvement of automobiles with respect to smoothness and silence of operation makes radio reception much more readily adaptable to the field of personal transportation.

A virtually complete absence of opposition on the part of motor vehicle and traffic officials who, in the early days of motor car radio, foresaw a disadvantage to traffic safety in the possible distraction of driver attention.

In the face of these advances and the changed attitude on the part of motordom's official monitors, radio manufacturers see a brand-new field opening up before them. To them, the automobile provides an opportunity to sell the family a second radio receiver which was frustrated to some extent by the durability and continued efficiency of their other products. The market prospects are large enough to stimulate them to a mighty effort to produce the ideal receiver in point of design and price; in short, a

promise of revival for the industry which is brighter than any other in years.

Motor car retailers and accessory dealers welcome the development of this new fitment for the automobile. Their earnings in recent years have diminished considerably as a result of the trend toward factory-equipping of passenger vehicles, a fate which may eventually overtake radio receivers but which appears unlikely for the time being.

Several fundamental questions remain to be answered before automobile radio is permanently set for the brilliant future which is assumed for it by most observers. One is whether the receiver should be built strictly for the motor car, an integral part of it, or be adaptable to several uses. Many can see distinct advantages in favor of the receiver that can be used alternately in the home, the car, the motor boat, the camp or wherever the average individual may find himself in non-business hours.

At the same time, however, other critics maintain that such a universal design represents compromises which minimize the effectiveness of the set in each of its potential spheres of usefulness. Those who hold this point of view feel that the perfect motor car radio development is the one which envisages a receiver designed primarily for, and built integral to, the automobile.

Both types now are available and it will be interesting to watch the settlement of the issue which they involve.

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COAST GUARD DEVELOPS AIRCRAFT FREQUENCY INDICATOR

A new type of aircraft frequency indicator is being developed for use in Coast Guard aircraft. This indicator will cover the frequency bands of from 275 to 600, and 2600 to 8100, kilocycles. A quickly detachable shock absorbing mount is furnished with each equipment. This equipment includes a novel temperature compensating indicator which automatically shows for each set of curves the correction which is to be applied for changes in temperature. The circuit employs an electron coupled oscillator, detector and amplifier all of which are combined in one tube.

The frequency variation due to temperature changes has been reduced to a point which is only slightly greater than that of a quartz crystal. A quartz crystal is also utilized in this equipment for checking. The indicator complete with shock absorbing mount will weigh approximately six pounds. It is expected that this equipment will be ready for issue to Aviation Stations at an early date.

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RADIO PHOTO FOR FASHIONS

First sketches of the new Fall fashions as exhibited in Paris were distributed by the Newspaper Enterprise Association Service last week. Publication of these fashion sketches by NEA clients within two or three days of the date of the openings in Paris was made possible by the use of radio photo. One of the best French fashion artists made the sketches in Paris from the models as they were exhibited. The sketches were then flown to London where they were radiophotoed to New York where another fashion artist resketched the models again bringing out details which were lost in the radio transmission.

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COLUMBIA NEW AND RENEWED CONTRACTS

NEW - S. C. Johnson & Son, Racine, Wis., (Floor Wax), Starts August 20, Sunday 10:45-11:00 A.M., Mon. Thurs. 11:30-11:45 A.M.; Program - Tony Wons, Peggy Keenan and Sandra Phillips (two pianos); Stations - 19 baxic, plus three supplementary stations; Agency - Needham, Louis and Brorby, 360 N. Michigan Ave., Chicago, Ill.

NEW - Corn Products Refining Co., New York; (Linit); Starts October 1, 1933, Sundays 9-:00-10:00 P.M.; Program - Musical; Stations - Basic, Don Lee, Denver, Salt Lake; Agency - E. W. Hellwig, New York.

RENEWED - Gold Dust Corp., August 4th renewed local broadcast over WABC only, Mon. Wed. Fri, 7:15-7:30 P.M.

CHANGES - Frigidaire - Wed. Fri., 10:30-10:45 P.M. on August 2 added Bangor WLBZ

Union Central Life Insurance Co. - opening fall broadcast on Sept. 24, Sunday 7:30-8:00, beginning Oct. 15 will broadcast 7:00-7:30 P.M.

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WHDH'S UNLIMITED TIME REQUEST RECOMMENDED FOR DENIAL

Station WHDH, owned by the Matheson Radio Company, of Boston, Mass., which is seeking a change in operating hours from limited time to unlimited time, has had its application recommended for denial by George H. Hill, Examiner of the Federal Radio Commission. This station operates on a frequency of 830 kc. until local sunset at Denver, Colo., with power of 1 KW. The frequency 830 kc is a clear channel allocated to the Fifth Zone, to which Station KOA is assigned as the dominant station.

The application is recommended for denial upon the following conclusions having been reached:

1. Boston and Eastern Massachusetts now receive adequate broadcast service at night from stations located therein.

2. A sufficient showing of need for the service requested has not been made by the applicant.

3. A great portion of the listeners located within 800 miles of Denver, Colo., are dependent upon clear channel stations remotely located and within this area Station KOA furnishes the best and most dependable service.

4. The granting of the application would result in interference between Stations WHDH and KOA; would substantially reduce the area served by Station KOA, and would deprive a large number of rural listeners of service from what is now their most dependable station.

5. Public interest, convenience and/or necessity would not be served by the granting of this application.

Judge Ira E. Robinson, former Radio Commissioner, Elmer W. Pratt, former Examiner of the Commission, and W. J. MacInnes appeared on behalf of Station WHDH; Philip J. Hennessey, Jr., represented Station KOA; John M. Littlepage looked after the interests of Station WMAS, Springfield, Mass.; George O. Sutton, and William A. Porter appeared on behalf of Station WEEI, and Horace L. Lohnes and Garland Powell represented Station WRUF.

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NBC NEW AND RENEWAL ACCOUNTS

NEW - Western Clock Co. (Alarm Clocks), LaSalle, Ill.; Agency - Batten, Barton, Durstine & Osborn, 221 N. LaSalle St., Chicago, Ill., Starts Sept. 24, 1933; Sundays 5:00-5:15 P.M. EDST, Network - Basic Red; Program - Dramatic (Talent and Title not yet available).

NEW - Sterling Products (Phillips Milk of Magnesia), 170 Varick St., New York City; Agency - Blackett Sample Hummert, Inc., 230 Park Ave., N. Y. City; Starts October 4, 1933; Wednesdays 9:00-9:30 P.M. EDST, Network - Basic Red; Program - not yet available.

NEW - Tastyeast, Inc., Trenton, N. J.; Agency - Stack Goble Advertising Agency, 8 S. Michigan Ave., Chicago; Starts - September 14, 1933; Time, Thursdays, 7:15-7:30 P.M. EDST; Network- WJZ WBZ WBZA WBAL WMAL WSYR KDKA; Program - "Baby Rose Marie" (musical).

RENEWAL - Real Silk Hosiery Mills, Indianapolis, Ind., Agency - Erwin Wasey & Co., 230 N. Michigan Ave., Chicago, Ill.; Starts - Sept. 10, 1933; Sundays 7:00-7:30 P.M. EDST; Network - Basic Blue, WSM WSB WJDX WSMB WKY, Dallas - Ft. Worth, KPRC WOAI KTHS KOA KDYL, Orange Northwestern; Program - Dance orchestra and guest talent (title and name of talent not yet available).

NEW - Spratt's Patent Limited (Dog Foods), 18 Congress St., Newark, N. J.; Agency - Paris & Peart, 370 Lexington Ave., New York City; Starts - Sept. 12, 1933; Time - Tuesdays, 7:45-8:00 P.M. EDST; Network - WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY KYW; Program - "Don Carney's Dog Stories".

ALSO - Same as Above (Except on Wednesdays at 8:15-8:30 P.M. EDST on KGO KFI KGW KOMO KHQ, ONLY) - Starting date for this program is September 27, 1933.

NEW - U. S. Tobacco Co., 1107 Broadway, New York City (Dill's smoking tobacco); Agency - McCan Erickson, 285 Madison Ave., New York City; Starts - November 18, 1933; Time - Saturdays, 7:30-8:00 P.M. EDST; Network - WEAF WGY WEEI WTIC WJAR WTAG WCSH; Program - Title undetermined. Monologues by varied well-known Broadway actors, quartette.

NEW O Borden Sales Co., 350 Madison Ave., New York City; (None-Such Mince Meat); Agency - Young & Rubicam, Inc., 285 Madison Ave., New York City; Starts - October 7, 1933; Time - Saturdays at 9:30-10:00 P.M. EDST; Network - WEAF WEEI WMAQ WTAG WJAR WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ KSD WOC WHO WOW WDAF WSAI; Program - Leo Reisman's orchestra, Yacht Club Boys and Vivian Ruth.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(August 15, 1933)

WGCM, Grace Jones Stewart under the trade name Great Southern Land Co., Mississippi City, Miss., C.P. to make changes in equipment increase day power from 100 to 250 watts, and change specified hours to as follows: Daily except Sunday - 9 A.M. to 1 P.M 7 to 9 P.M., Sunday 9:45 A.M. to 1 P.M.; WKBV, Wm. O. Knox, d/b as Knox Battery & Electric Co., Connersville, Ind., C.P. to move transmitter from Connersville, Ind. to U.S. Road #27, near Richmond, Ind. and move studio from Connorsville to Richmond; also make changes in equipment; WSB, Atlanta Journal Co., Atlanta, Ga., authority to use present main transmitter as auxiliary for period of 30 days, beginning August 14 in case any defect develops in the new 50 KW transmitter; WESG, Cornell University, Elmira, N. Y., authority to operate until 11 P.M. on evening of August 18; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special temporary authority to operate from 12:30 P.M. to 2 P.M. CST, Sept. 4 provided Station KFDY remains silent.

Also, Albert F. Sise, Milton, Mass., C.P. for general experimental service, 41000, 51400 and 60000-400000 kc., 50 watts; Howitt-Wood Radio Co., Inc., Binghamton, N. Y., general experimental C.P., frequency 34600, 41000, 51400, 60000-400000 kc., 10 watts; Borough of Kenilworth, N. J., Police Dept., C.P. for general experimental service, 60000-400000 kc., 15 watts; Westinghouse Electric & Manufacturing Co., Portable and Mobile, two general experimental C.P.'s 27100, 34600, 41000, 51400, 60000-400000, 401000 and above kc., 50 watts; The Voice of South Carolina, Spartanburg, S. C., general experimental C.P. 60000-400000 kc., 25 watts; City of Miami Beach, Fla., Collins Island, Miami Beach, Fla., general experimental C.P. 34600 kc., 15 watts; Village of Winnetka, Ill., Police Department, general experimental C.P. 34600 and 41000 kc., 15 watts; City of Indianapolis, Ind., Police Dept., two general experimental C.P. 34600, 41000 and 51400 kc., 10 watts, and the same except 350 watts; Ronald G. Martin, Portable, San Francisco, general experimental C.P., frequencies 34600, 41000, 51400, 60000, 100000 to 400000 kc. 25 watts.

Also, Aeronautical Radio, Inc.: KGUF, Dallas, Texas, C.P. aviation aero. service, to replace 400 watt transmitter with a 50 watt one; WAEQ, Elmira, N. Y., modification of C.P. to extend commencement date to Aug. 12 and completion date to Nov. 12, 1933; KGSE, Iowa City, Ia., modification of license to include special authority for transmission of beacon signals of standard aural type, using transmitter modulated with tone of from 500 to 1000 cycles; City of Shreveport, Shreveport, La., C.P. for police service, 2430 kc., 50 watts; Gulf Research & Dev. Corp., Portable, mostly in SW, 4 C.P. for geophysical service, 1602, 1628, 1652, 1676, 1700 kc., 10 watts; WPFF, Toms River Police Dept., Toms River, N. J., license for police service, 2430 kc., 50 watts; W2XER, Donald Bruce Whittemore, Portable & Mobile, general experimental license, frequencies 34600, 41000, 51400, 60000-400000, 401000 and above kb., 5 watts.

Also, W2XAR, Radio Pictures, Inc., Long Island City, N. Y., modification of license to use additional transmitter type U.B. Serial #1005; KDF, Hyder Radio & Tel. Co., Hyder, Alaska, modification of license to communicate with VAJ, Digby Island, B.C.; W3XU, Dept. of Public Safety, City of Philadelphia, renewal of special experimental license in accordance with existing license.

Set For Hearing

Greensburg Broadcasting Co., Greensburg, Pa., C.P. for new station 1420 kc., 100 watts, daytime hours; WMAQ, National Broadcasting Co., Inc., Chicago, Ill., C.P. to move transmitter from Addison, Ill., to near Downer's Grove, Ill., install new equipment and increase power from 5 to 50 KW; WTMJ, The Journal Co., (The Milwaukee Journal), Milwaukee, Wis., modification of license to change frequency from 620 to 670 kc., increase power from 1 KW night and 2½ KW day to 5 KW (facilities of WMAQ, WHA and WLBL); KRGV, KRGV, Inc., Harlingen, Tex., modification of license to increase hours of operation from sharing equally with KWWG to unlimited.

Oral Argument Granted

WMBD, Peoria Broadcasting Co., Peoria, Ill., oral argument in re Examiner's report No. 493, was granted in these cases to be held Wednesday, Sept. 20, 1933 (WTAD), Illinois Broadcasting Corp. Quincy, Ill., same as for WMBD.

RATIFICATIONS

Action taken July 31: KROW, Educational Broadcasting Corp., Oakland, Cal., granted extension of special temporary authority to operate unlimited time from July 31 to Oct. 1, 1933, provided Station KFWI remains silent; WIEH, Knickerbocker Broadcasting Co., Inc., New York, authorized to operate station from Aug. 1 to Aug. 5 inclusive, 8 to 8:45 P.M.; KHPKP, United Airports of Conn., Inc., On Plane NC-13300; authorized to operate aircraft station aboard plane, for 30 days pending action on application, to communicate with red chain stations; KDQJ, Mackay Radio Telg. Co., San Francisco, Cal., granted 60 day authority to operate 100 watt tube transmitter pending receipt and action on formal application, frequencies 375 to 500 kc., aboard vessel "Solona"; Action taken August 1: WMEL, Penna Airlines, Inc., on Aircraft, Willock, Pa., granted authority to operate transmitter aboard regularly licensed aircraft as a broadcast pickup station Aug. 1 on frequency 2342 kc.; WMEH, Southern Radio Corp., on Plane MC-8495, granted extension of authority to operate aircraft station as broadcast pic-up station aboard Plane Aug. 3 to Aug. 8, on 2398 kc.

Action taken August 2: WHP, WHP, Inc., Harrisburg, Pa., granted special temporary authority to operate from 2 to 2:30 P.M. EST Aug. 2, provided Station WBAK remains silent; WEEW, American Radio News Corp., Carlstadt, N. J., granted special temporary authority to add Mexico City as additional point of communication for period not to exceed 30 days, and pending receipt and action upon modification of license application.

Action taken August 3: KJLW, Mackay Radio & Telg. Co., San Francisco, granted 60 day authority to operate station aboard vessel H. M. Storey, pending receipt of formal application, 375 to 500 kc.; Action taken Aug. 4: WIEX, National Broadcasting Co., Inc., Washington, D. C., granted authority to operate portable and mobile transmitter 1566 and 2390 kc., during period from August 5 to 15th, in connection with rebroadcasting description Piccard Balloon flight, transmitter located on truck mobile within 300 miles of Chicago; Action taken August 7: WHB, WHB Broadcasting Co., Kansas City, Mo., granted special temporary authority to remain on the air from 7:15 to not later than 9 P.M. Aug 7; W2BTQ, Thurston Tyler Paul, Jr., Camp Smith, Peekskill, N. Y., granted special temporary authority to operate amateur station at Camp Smith, Aug. 7 to 20 incl.; WJER, The Journal Co., Milwaukee, Wis., authorized to use Station Aug. 12 and 13, frequency 1566 or 2390 kc.; KWWG, Frank P. Jackson, Brownsville, Tex., granted special temporary authority to remain silent pending repair of storm damage, not to exceed 15 days; WIEH, Knickerbocker Broadcasting Co., Inc., New York, authorized to operate station Aug. 8 to 11, 8 to 8:30 P.M.; KMJR, Radiomarine Corp. of America, Washington, D.C. granted 60 day authority to operate station aboard yacht "Ripple" pending receipt of formal application, frequency range 5520 to 8290 and 875 to 500 kc., 200 and 250 watts; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., granted special temporary authority to operate with new equipment at new location pending decision on hearing of renewal of license and C.P. but not later than Oct. 1, 1933.

Action taken August 8: WHER, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., authorized to operate station using 2390 kc., Aug. 9, from Bass Point House, Nahant, Mass.; Bell Telephone Laboratories, Inc., Portable, granted special temporary authority to operate general experimental station W2XU for period of 1 month, as special experimental station; Action taken August 10: WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., granted special temporary authority to operate 200 watts for period of 10 days pending repair of high voltage generator; WCDM, Dollar Steamship Lines, San Francisco, Cal., granted 60 day authority to operate transmitter aboard steamship Stanley Dollar, frequency range 375 to 500 and 3105 to 22150 kc., 150 watts; Action taken August 11: WBAL, Consolidated Gas, Electric Light & Power Co., Baltimore, Md., granted extension until August 31, of special temporary authority to use 1 KW transmitter at new location; WLEZ, The Norfolk Daily News, Norfolk, Neb., authorized to use broadcast pickup station August 11, using 2342 kc.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF AUGUST 18, 1933.

No. 649

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

INDEX TO ISSUE OF AUGUST 18, 1933.

No. 649

MEXICAN DELEGATION IS MUM UPON RETURN

Judge Eugene O. Sykes and all members of the delegation returning from the ill-fated North American Radio Conference at Mexico City were mum as oysters. Nobody had anything to say. There is still some question as to how many channels Mexico actually demanded. It is said that they started with 20 and then got down to 12 but that what they really were trying to get was 6 clear channels.

The situation was badly complicated by the other Latin-American countries making demands for clear channels for which, the Americans alleged, they had not the slightest excuse. It was said jokingly in this column last week that if all their combined demands were granted, the United States would have about one clear channel left. A person in close touch with the Mexican situation said that that statement was not nearly as facetious as it sounded.

When and where the next conference will be held, if in Washington or in Canada, is not known, but the chances are that the Mexicans and possibly the Cubans will be the only ones invited if the Americans have anything to say about it.

There was plenty of criticism for former Vice-President Curtis who represented Dr. Brinkley's outlaw station XER at Villa Acuna, just across the border. Mr. Curtis was quoted by a correspondent of Variety in Mexico City as saying, "I am well satisfied with the outcome of the conference. We have a concession for twenty-five years and indications are that we will continue to operate unmolested."

Some of those who have been watching the developments of the conference closely go so far as to blame Mr. Curtis, more than anyone else, for its going on the rocks.

Commenting upon Dr. Brinkley's retaining such distinguished counsel, Carlisle Bargeron in the Washington Post wrote as follows:

"But what did the good doctor do but employ Charlie, the former Vice President of the United States, to represent him. It wasn't, of course, because of any peculiar knowledge of Charlie's on radio law; indeed, it was not because Charlie's knowledge of law of any kind. It was, most certainly, because Charlie had been Vice President.

"When Charlie showed up at the conference he subordinated it entirely. One read in the newspapers of a statement that Charlie issued, not a statement having anything to do with the conference or with radio, but on conditions in the United States. Charlie said, as I recall it, that the United States was on the up and up. The point is that Mexico City received Charlie, not as a radio attorney, not as an attorney for Dr. Brinkley, the goat specialist, but as an authority on the United States being on the up and up.

"Following this initial statement of Charlie's there appeared newspaper accounts of his being received by the president, of his being dined and feted by Mexican officialdom."

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RADIO MANUFACTURERS GO UNDER ELECTRICAL CODE: RMA CODE WITHDRAWN

All radio manufacturers, Radio Manufacturers' Association members and also non-member makers of radio products, are now under the code of fair competition for the electrical manufacturing industry which was approved by President Roosevelt. The electrical code became effective for all radio manufacturers on Friday (August 18) and immediately operative following withdrawal by the Radio Manufacturers' Association of its proposed code for the radio industry.

Withdrawal of the RMA code from the Administration placed all radio manufacturers under the electrical industry code.

Immediate, definite and permanent wage scales and working hours for employees as provided in the electrical code are secured for radio manufacturers. The labor provisions of the electrical code are believed to be the best obtainable and probably better than might have been secured had the proposed RMA code gone to final hearing before the Government, according to Bond Geddes.

Adoption of the electrical code does not affect the Radio Manufacturers' Association as an organization and no RMA member need join the National Electrical Manufacturers' Association unless he desires. However, to provide effective administration of the code by NEMA and for radio manufacturers, committees of the two Associations have begun negotiations for application of the code to radio manufacturers. All administration of the code necessarily will be under supervision of the electrical manufacturers, as stipulated in the electrical code.

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ED WYNN GIVES WASHINGTON A SAMPLE

Test programs on Ed Wynn's new network have been received in Washington and broadcast locally by Station WOL, it is learned on excellent authority. However, it has been done without explanatory announcements, station officials refusing to confirm or deny the fact that the programs were being sent to member stations.

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AIR SERVICE RADIO STATIONS TO BE IMPROVED IN FIVE CITIES

Improvements at air service radio stations of the Department of Commerce, authorized under the Federal Government's Public Works Program, will be started in the near future at Bellefonte, Pa., Minneapolis, Minn., Fargo, N. Dak., Tulsa, Okla., and Rock Springs, Wyo.

The work at each location will consist of combining the transmitter of the radio range beacon with that of the radio communication station so that a standby transmitter will be available. This is to be undertaken as a result of recent improvements in the Airways Communication System which make it no longer necessary to separate the two types of transmitters.

Originally, the radio communication transmitter and the radio range beacon serving a terminal were located on separate plots of ground, sometimes several miles apart. At the combined stations the equipment will be housed together and both the radio broadcast and the radio range beacon directional signals will go on the air from the same transmitter and a single T-L antenna system. This antenna, which is an improved type recently developed, consists of four steel towers used as vertical radiators and is the most effective yet devised for the purpose.

Radio range beacons and communication stations are to be affected at fifty-seven places under the present project. However, the required antenna systems are only in operation at the five cities previously listed, and therefore radio facilities at these places will be the first to be combined.

The new type antennas now are under construction at fifteen cities and when they are completed, the radio communication and radio range beacon transmitters at each place will be combined in accordance with the new project. These cities are: Birmingham, Ala., Little Rock, Ark., Winslow and Kingman, Ariz., Los Angeles, Calif., Wichita, Kans., Shreveport, La., Albuquerque, N. M., Pittsburgh, Pa., Memphis, Tenn., Fort Worth, Amarillo, Big Spring and El Paso, Tex., and Cheyenne, Wyo.

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Representatives of radio service companies in the metropolitan area of New York wxpect to present their code to General Johnson this week.

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AIR SERVICE RADIO STATIONS TO BE IMPROVED IN FIVE CITIES

Improvements at air service radio stations at the Department of Commerce, maintained under the Federal Communications Commission, will be started in the near future in Seattle, Wash., Minneapolis, Minn., Fargo, N. Dak., Tulsa, Okla., and Cheyenne, Wyo.

The work at each location will consist of constructing the transmitters of the radio range beacon with one of the radio communication station so that a standby transmitter will be available. This is to be undertaken as a result of recent improvements in the Airways Communication System which make it no longer necessary to separate the two types of transmitters.

Originally, the radio communication transmitters and the radio range beacon serving a terminal were located on separate pieces of ground, sometimes several miles apart. At the combined stations the equipment will be housed together and both the radio beacons and the radio range beacon directional signals will go in the air from the same transmitter and a single T-R antenna system. This system, which is an improved type commonly known as consists of four steel towers used as vertical radiators and is the most effective yet devised for the purpose.

Radio range beacons and communication stations are to be located at fifty-seven places under the present program. Formerly the required antenna systems are only in operation at the five stations previously listed, and therefore radio facilities at these locations will be the first to be completed.

The new type antenna towers and other construction at stations where they are located, the radio communication and radio range beacon transmitters at each place will be installed in accordance with the new project. These cities are Cheyenne, Ala., Little Rock, Ark., Pueblo and Denver, Colo., Los Angeles, Calif., Wichita, Kans., Shreveport, La., Minneapolis, Minn., Kansas City, Mo., Pittsburgh, Pa., Memphis, Tenn., Fort Worth, Amarillo, Tex., Salt Lake City and El Paso, Tex., and Cheyenne, Wyo.

* * * * *

Approximately 1,000 radio service companies in the aeronautical area of the Pacific Ocean expect to produce their cost to Federal Communication Commission.

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MARCONI SEES NEW SHORT-WAVE ERA

The New York Times carried the following copyrighted article by Senator Guglielmo Marconi last Thursday (Aug. 17):

"The results of my latest experiments hardly deserve the name of a new invention, for they have merely confirmed what we already knew after many months of patient research.

"They have, however, established beyond a shadow of doubt that ultra short wireless waves can be made to follow the curvature of the earth - that is, to some extent. From this viewpoint, the experiments are without doubt of very great importance and may even be said to mark the dawn of a new era in wireless.

"The advantages of very short waves over long waves are too well known for me to go into the matter here. When I first started experimenting with them, I found, however, that they apparently suffered a very serious drawback. I found they followed the laws of light; they traveled, in other words, only in straight lines and could not, therefore, be received at points below the horizon.

"This drawback naturally greatly reduced their usefulness, because it limited the distance over which they could be used.

"In experiments which I performed in July and August of last year, I was able to ascertain that it was not true these ultra short waves could not be received at points below the horizon, as I succeeded in hearing signals at distances from one and one-half times to twice as great as the maximum limit set by that theory.

"These experiments, however, were not conclusive as to the possibility of bending the waves, since the same result could be explained by the phenomenon of diffraction. It was possible, in other words, that ultra short waves filtered around the curvature of the earth for a short distance in the same way as light creeps for a short distance around the edges of obstacles.

"In my last experiments, signals were received clearly at a distance five times as great and less distinctly and intermittently as a distance nine times as great as the maximum allowed by theory. This, I think, establishes quite clearly that ultra short waves can be made to bend.

"It is to be noted also that the signals were received at a maximum distance of 160 miles, although the sending station used only the small power supplied by a twenty-five watt generator.

RADIOWAVE SENDS NEW SHORT-WAVE ERA

The New York Times carried the following contributed article by Senator Guglielmo Marconi last Tuesday (Aug. 27):

"The results of my latest experiments nearly convince me that I have a new invention, for they have partly confirmed what I already know after many months of patient research.

"They have, however, established beyond a shadow of doubt that ultra short wireless waves can be made to follow the curvature of the earth - that is, I mean without. From this important, the experiments are without doubt of very great importance and may even be said to mark the dawn of a new era in wireless.

"The advantages of very short waves over long waves are too well known for me to go into the matter here. When I first started experimenting with them, I found, however, that they apparently suffered a very serious drawback. I found my followed the laws of light; they travelled, in other words, only in straight lines and could not, therefore, be relayed as radio waves the horizon.

"This drawback naturally greatly reduced their usefulness, because it limited the distance over which they could be used.

"In experiments which I performed in July and August of last year, I was able to ascertain that it was not true. Ultra short waves could not be received at points behind the horizon, as I succeeded in hearing signals at distances from one-and-a-half times to twice as great as the maximum limit set by the theory.

"These experiments, however, made not probably as to the possibility of bending the waves, since the same result could be explained by the phenomena of diffraction. It was possible, in other words, that ultra short waves travelled around the curvature of the earth for a short distance in the same way as light waves for a short distance around the edge of a screen.

"In my last experiments, signals were received directly at a distance five times as great and less distinctly one thousand times as great as the maximum limit as the theory. That, I think, establishes quite clearly that ultra short waves can be made to bend.

"It is to be noted also that the signals were received at a maximum distance of 160 miles, although the sending station had only the small power according to a twenty-five watt generator.

"I cannot yet hazard a guess as to what causes the waves to bend. It may be a phenomenon of refraction or a phenomenon of diffraction; or it may be that ultra short waves, just as long waves, are reflected by the ether in the upper reaches of the atmosphere.

"I have said that it may well be that these ultra short waves are about to open a completely new vista in the field of wireless communication. I do not wish that statement to appear to be too sweeping.

"Some people have suggested that the day is at hand when everyone will be able to carry a portable ultra short wave wireless telephone in his pocket and communicate with anyone at will. Far be it from me to say that anything is impossible, for we today see things which would have been regarded as inconceivable only a few years ago. It may be said, therefore, that such a development is for the present premature.

"What I do say is that, if we can solve the problem of making ultra short waves bend sufficiently to compete with long waves, for instance, we shall be at the eve of an era of wireless communication of hitherto undreamed-of cheapness. We shall also have solved the problem of interference between stations.

"If, as is probable, ultra short waves can also be applied to broadcasting, we shall have increased the hand of wave lengths at the disposal of broadcasting stations and overcome the excessive overcrowding which at present prevails. In all fields of wireless communication we shall have eliminated the atmospheric disturbances which play havoc with clear reception.

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BROADCASTERS' CODE MAY BE READY WITHIN WEEK

After several open committee meetings, it is believed that a basis has been reached for the preliminary draft of a code by the National Association of Broadcasters. Officials of this organization feel that they have pretty well analyzed the field to be covered. As a result of this, Alfred J. McCosker, President of the organization, the group in charge of drafting the code, and Philip G. Loucks, Managing Director, are now engaged in informal discussion with Sol A. Rosenblatt, Deputy Administrator of the NRA.

It is difficult to tell how soon the broadcasters may be able to submit the code in its final form but it is hoped that this can be done within the next week.

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"I cannot yet answer a point as to what causes the waves to bend. It may be a phenomenon of refraction or a phenomenon of diffraction; or it may be that ultra short waves, just as long waves, are reflected by the ether in the upper regions of the atmosphere.

"I have said that it may well be that these ultra short waves are about to open a completely new vista in the field of wireless communication. I do not mind that statement to appear to be too sweeping.

"Some people have suggested that one day it at least when everyone will be able to obtain a portable ultra short wave wireless telephony in his pocket and communicate with anyone at will. For be it from me to say that anything is impossible, for we today are doing things which would have been regarded as impossible only a few years ago. It may be said, therefore, that such a development is for the present premature.

"What I do say is that, if we can solve the problem of making ultra short waves bend sufficiently to compete with long waves, for instance, we shall be at the end of an era of wireless communication of intensity unknown, so that we have solved the problem of interference between stations.

"If, as is probable, ultra short waves can also be applied to broadcasting, we shall have increased the range of wireless together at the disposal of broadcasting stations and overcome the necessity of restricting wave at present possible. In all fields of wireless communication we shall have eliminated the objectionable interference which play havoc with clear reception.

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BROADCASTERS' CODE MAY BE READY WITHIN YEAR

After several open conferences, it is believed that a basis has been reached for the preliminary draft of a code by the National Association of Broadcasters. Officials of this organization feel that they have pretty well smoothed the trail to be covered. As a result of this, Alfred I. Moscato, President of the organization, has sent out a notice of meeting the code, and Philip G. Loucks, Managing Director, was now engaged in informal discussion with all in Washington, Deputy Administrator of the N.R.A.

It is doubtful to tell how soon the broadcasters may be able to submit the code in its final form but it is hoped that it can be done within the next week.

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JERSEY STATION WITHDRAWS WJSV COMPLAINT

They heaved quite a sigh of relief at Station WJSV, of Washington, when the Jersey City station, WHOM, of 250 watts power withdrew its protest against the directional antenna of the Virginia 10,000 watter. Station WHOM about three weeks ago informed the Commission that WJSV had been laying down a strong signal in the direction of Jersey City, causing serious interference there. WJSV operates on the 1460 kilocycle channel and is only 10 kilocycles removed from WHOM.

Station WJSV originally received a complaint from the Naval Research Laboratory that the Columbia station was interfering with important radio tests being made at the laboratory.

WJSV is less than a mile from the naval station, but through an ingenious method of redirecting the radio waves, sending them north and south instead of east and west, interference was lessened to such an extent that the research laboratory withdrew its complaint, otherwise WJSV might have had to be scrapped.

Since it was the belief that the broadcasting waves were going almost entirely north and south, there was mystification when the Jersey City station to the east complained that it was being interfered with. However, with WHOM taken care of, it looks as if WJSV's troubles are over with, for the time being anyway.

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MUSIC PUBLISHER WANTS RADIO INVESTIGATED

John G. Paine, Chairman of the Music Publishers' Protective Association Board, wants the music industry to launch an investigation of broadcasting. He's asked that a committee be appointed from the publishing ranks to start their probing after the music trade has disposed of its code.

Some of the things that Paine purposes finding out through the suggested inquiry is to what extent radio has been responsible for the "destruction" of vaudeville, the concert field, and what he terms "other legitimate and worthwhile amusement enterprises."

It's also his idea to have it determine to what extent radio has been competing unfairly with other enterprises, such as the newspaper, the magazine and the picture theatre, and also to what extent radio is "chargeable with the destruction of cultural development in this country".

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JERSEY STATION WITHDRAWS WLTV COMPLAINT

They heard quite a sigh of relief at Broadcast Plaza, of Washington, when the Jersey City station, WHOM, of 250 watts power without its protest against the directional antenna of the Virginia 10,000 watter. Station WHOM about three weeks ago informed the Commission that WLTV had been laying down a strong signal in the direction of Jersey City, causing serious interference there. WLTV operates on the land directly opposite and is only 10 kilocycles removed from WHOM.

Station WLTV originally received a complaint from the Naval Research Laboratory that the Falmouth station was interfering with important radio tests being made at the laboratory.

WLTV is less than a mile from the naval station, but through an ingenious method of restricting the radio waves, sending them north and south instead of east and west, interference is lessened to such an extent that the Naval Laboratory withdrew its complaint, although WLTV signal was not to be measured.

Since it was the belief that the broadcasting waves were going almost entirely across and south, their use restricted to the Jersey City station is the most complicated task it has been interested with. However, with WCAU only 40 miles off, it looks as if WLTV's troubles are over with, for the time being anyway.

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RADIO PUBLISHERS WARN RADIO INVESTIGATION

John G. Paine, Chairman of the Radio Publishers' Protective Association Board, says the phone industry is taking no investigation of broadcasting. He says that a committee is appointed from the publishing ranks to start their growing after the music trade has disposed of its code.

Some of the things that Paine purposes finding out through the suggested inquiry is to what extent radio has been responsible for the "demoralization" of vaudeville, the decline of band, and what he terms "other legitimate and established theatrical enterprises."

It's also his idea to have it determined to what extent radio has been competing unfairly with other enterprises, such as the newspaper, the magazine and the private theatre, and also to what extent radio is "chargeable with the destruction of national development in this country".

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DECLARES BBC PROGRAMS DULL

The following letter has been received by O. H. Caldwell from an American friend who has gone to London to live, after having been brought up on American radio:

"In the London area the business of selecting a receiver is complicated by the multiplicity of voltages in use, although I understand that standardization is promised when the grid system is installed, the cables and connections for which are already laid. After obtaining a lease on a small apartment in one of the Inns of Court, I decided to hire a machine, for 2/6 per week, £1 down, to be forfeited if I returned the instrument within 12 months; service included. The company, which does an extensive business in renting machines thus, accepted the application, but their engineer subsequently reported that nothing could be done, because the voltage was 160 d.c. I then decided to purchase a small portable battery unti, 5-tube, Marconi. This is in a revolvable cabinet, giving excellent selectivity, and with all the range I need. Continental programs, as well as the English ones, come in well.

"The English programs (BBC) are mostly dull. At least this is the impression I get after the variety given in the States. The listener is irritated as well as bored by the listless manner in which the business is conducted. Time signals come in very often in the middle of a selection, or the program finishes early. The announcers are exasperatingly casual, giving as little information as possible, and hardly ever trouble to make a station announcement. Identification of a speaker or a number is difficult. Last evening I tuned in in the middle of an interesting talk, at the end of which the announcer merely said, "That was Mr. Redcliffe." Generally, however, the finish of a selection or song or talk is followed by a deadly silence for 3 to 5 minutes, sometimes more, prompting the thought that the station has suddenly gone off the air. Following Continental practice at some stations the BBC recently put on a woman announcer, but the experiment has resulted in little enthusiasm.

"The basis of broadcasting in this part of the world is the gramophone record, which is not to be despised. The London and regional stations at times all give the same program, and they rarely provide any variety from the set forms.

"News releases are entirely without interpretation or livening of any kind. You can hear them at 6 P.M. and if you wish to do so you can hear the identical news again at 9 o'clock, followed by elaborate details about high-pressure systems and love-pressure systems, and what not, as a preliminary to the general notice that it will rain on the morrow. The BBC sells a weekly paper for 2d. entitled RADIO NEWS. To justify advertisements, it spreads the programs over many pages, without giving any summary, making a quick determination of what is on the air at any particular time an impossibility. The newspapers give a

summary, including the Continental programs (ignored by the BBC) but it is rarely correct or comprehensive.

"Continental programs, so far as music is concerned, are better than the English. Berlin is exceptionally good, although I do not know if the quality will drop now that Hitler has fired all the Jews in charge. Reception from all Continental stations is usually excellent, at least on my set. Announcing is done so that the impression is not given that the listener has been forgotten, as is the case in England. Perhaps the lacksdaisical manner of the announcers and the character of the programs meet the requirements of the British public, but if this is so, then I am sure that the reason can be found in the fact that nothing better is known."

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BETTER JULY BUSINESS TAXES SHOW

Marked improvement in Summer sales of radio compared to last year are shown by a Treasury report just issued. Internal Revenue collections during July 1933 of the 5 per cent excise tax on radio products and phonograph records amounted to $191,074.94, according to the official statement just released. This compares with excise tax collections of $32,848.50 from June 30 to July 31, in 1932, during the initial operation of the excise tax law.

July 1933 tax collections on mechanical refrigerators were reported at $893,008.57 against only $27,611.65 in July, 1932.

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EQUITY SETS CODES FOR AIR AND SCREEN

The Actors' Equity Association, which heretofore has confined itself chiefly to the regulation of entertainers in the legitimate theatre, is now drawing up codes assuming jurisdiction over entertainers in the motion-picture industry and in the field of radio. They are to be submitted to the National Industrial Administration for consideration in the final drafts of those industrial codes.

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TEXAS PROHIBITIONISTS TO USE MEXICAN STATION

Word has come to the Federal Radio Commission of the plans of prohibition forces in Texas to use a high-powered "renegade" station in Mexico, just across the border from Eagle Pass, Texas, to carry the anti-repeal fight not only to that State but to the whole of the American continent.

The station is XEPN, one of the new border units against which Norman T. Baker, former broadcaster of Muscatine, Iowa, whose license was canceled by the Radio Commission because of objectionable medical broadcasts and use of the station as a "personal mouthpiece".

Texas has its repeal referendum August 26 and the anti-repeal group has contracted for 26 broadcasts of 30 minutes each at a cost of $4,375.

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RADIO ADVICE HELP PLANE LAND SAFELY

When the hydraulic-operated landing gear of a Varney Air Service plane became locked in its "up" position, the pilot faced a difficult problem, which was solved by the quick action of Raymond E. Dickens, radio operator for the Department of Commerce at Oakland, Calif.

Having no sending set on his plane, Pilot Fred Hammer dropped a note on the San Francisco Bay Airdrome, Alameda, Cal., explaining his predicament. The operations manager phoned the department's radio station, where Dickens was broadcasting weather information. Weather conditions were good at the time, so Dickens interrupted his routine to give Hammer some details on what to do in such an emergency.

Hammer could have landed with no injury to his passengers, and with slight damage to the plane, but with the instructions radioed to him, he made a simple adjustment which put the wheels in position for a safe orthodox landing.

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CBS NEW AND RENEWED CONTRACTS

Hittleman Goldenrod Brewery, Inc., Brooklyn, N. Y. (Goldenrod Beer), started Aug. 11, 1933; Friday 8:30-9:00 P.M.; Program - "Goldenrod Revue" - Phil Spitalny & Orchestra, Julius Tannen and guest artists; Stations - 11, New York, Phila. and New England; Agency - Fertig, Slavitt & Caffnew, Inc., N.Y.

Dairyman's League Co-Operative Association, New York City, started August 10, Thursdays, Saturdays, Wednesdays, 8:15-8:30 P.M., Fri. 9:15-9:30, Sun. 7:00-7:15; Tues. 7:15-7:30 P.M.; Program - Dr. Royal S. Copeland; Stations - New York stations; Agency - Van Sant, Dugdale & Corner, Inc., Syracuse, N.Y.

Cream of Wheat Corp., Minneapolis, Minn.; Starts October 8, 1933, Sundays, 10:00-10:30 P.M. Program - to be determined; Stations - 18 Basic, Don Lee, 3 supplementaries; Agency - J. Walter Thompson Co., New York City.

R. B. Davis Co., Hoboken, N. J. (Cocomalt), starts October 2, Mon. Tues. Wed, Thurs. 6:00-6:15 P.M., 7:30-7:45 P.M.; Program - Buck Rogers in the 25th century; Stations - 18 basic, plus 2 - Agency - Ruth, Muff and Ryan, New York City.

CHANGES - Wasey Products, Inc., which returns to air September 11, Mon. through Fri. 11:00-11:15 A.M. is adding Detroit to schedule, and changing Wednesday evening program from 8:00-8:15 to 8:30-8:45.

Centaur Co. - adding Canadian stations to program beginning October 4th.

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APPLICATIONS RECEIVED BY RADIO COMMISSION

WBOW, Banks of Wabash, Inc., Terre Haute, Ind., C.P. to make changes in equipment, change frequency from 1310 kc. to 1360 kc., increase power from 100 watts to 1 kilowatt (facilities of WGES, Chicago, Ill.); Frank Wilburn, Prescott, Ariz., C.P. to erect a new station at Prescott, Ariz. to operate on 1500 kc., 100 watts, unlimited time (facilities of KPJM, Prescott, Ariz.); KGA, Northwest Broadcasting System, Inc., Spokane, Wash., consent to voluntary assignment of license to Louis Wasmer; KEX, Western Broadcasting Co., Portland, Oreg., consent to voluntary assignment of license to The Oregonian Publishing Co.

The following applications for rneewal of licenses have been received: KDFN, Donald Lewis Hathaway, 1440 kc., 500 w., unlimited; KTSA, Southwest Broadcasting Co., San Antonio, Texas, 1290 kc., 1 kw, unlimited; KWEA, Hello World Broadcasting Corp., Shreveport, La., 1210 kc., 100 w., unlimited; WIND, Johnson-Kennedy Radio Corp., Gary, Ind., 560 kc., 1 kw, auxiliary purposes; WRBX, Richmond Development Corp., Roanoke, Va., 1410 kc., 250 w. S-WHIS;

OSR NEW AND RENEWED CONTRACTS

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Applications Other Than Broadcasting

W9XD, The Journal Co., Milwaukee, Wis., C.P. for visual broadcast station; to move present equipment locally; W10XAC, The Journal (The Milwaukee Journal), Portable & Mobile, renewal of general experimental station license 34600, 41000, 51400, 60000-400000 kc., 1 watt; W2XC, Federal Telegraph Co., Newark, N. J., renewal of general experimental license 34600, 41000, 51400, 80000 to 300000, 1000000 to 3000000 kc., 500 watts; W2XAW, General Electric Co., S. Schenectady, N. Y., renewal of general experimental license 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 34600, 41000, 51400 kc., 25 KW; W2XO, General Electric Co., S. Schenectady, N. Y., renewal of general experimental license 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 25 KW; W9XAM, Elgin National Watch Co., Elgin, Ill., renewal of general experimental license 4797.5 kc., 500 watts; W9XI, Chicago Federation of Labor, Portable and Mobile, renewal of general experimental license 6000 to 100000 kc., 30 watts.

Also, National Broadcasting Co., Inc.: W2XK, New York, N. Y., renewal of general experimental license 41000, 51400, 60000-400000, 401000 and above kc., 2.5 KW; W3XL, Bound Brook, N.J., renewal of general experimental station license 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 100 KW; W10XAH, Portable and Mobile, W10XY, Portable and Mobile, W10XN, Portable and Mobile, W10XAK, W10XAM, Portable and Mobile, renewal of general experimental license 34600, 41000, 51400, 60000-400000 kc., 5 watts, 5 watts, 5 watts, 5 watts, 1 watt, and 5 watts respectively; W10XAP, W10XAN, W10XAI, Portable and Mobile, renewal of general experimental license 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, 7.5 watts, 10 watts, 1 watt respectively; W6XAP, Portable in vicinity of San Diego, Calif., renewal of general experimental license 60000-400000 kc., 6 watts.

Also, Mackay Radio & Telegraph Co. (California), Palo Alto, Calif.: KNW, modification of point-to-point telegraph license, deletion of transmitter described as type CM-220, Serial #29011; KNA, modification of point-to-point telegraph license, deletion of the transmitter described as type AM-5662, Serial #29166; KWD, license to cover C.P. 8990 kc., 20 KW; KNG, license to cover C. P. 17140 kc., 20 KW.

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HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF AUGUST 22, 1933.

No. 650

NEW FEDERAL BROADCASTING CORP. BECOMES OPERATORS OF WMCA

A group of progressive young American business men, whose families have built some of the outstanding industrial institutions of the modern business era, have formed the Federal Broadcasting Corporation, which, under the terms of an agency contract, has taken over the commercial and program presentation rights of WMCA, New York's only independent full-time broadcasting station.

John T. Adams is President of the new FBC, and associated with him as officers are Clendenin J. Ryan, Jr., Vice-President; Major Talbot O. Freeman, Vice-President and Secretary; James K. Norris, Treasurer, and as directors in addition to the above, Allen A. Ryan, Jr., Walter S. Mack, Jr., and John Hay Whitney, A. Newbold Morris, Howard G. Cushing, Robert H. Thayer, Paul H. Nitze, and Bethuel M. Webster, Jr. This group is combining its experience in various fields to develop a broadcasting station with programs which will reflect the best that New York affords in culture, entertainment, education, sports, drama and the other elements that make New York City the Mecca of the Western World.

It is the purpose of the Directors of the Federal Broadcasting Corp. to give the listening audience a radio station that is characteristic of the New York idiom, not only that which typifies Broadway, but the more substantial things for which the great metropolis stands.

Many new departures will be made in an effort to discover new talent and to give it a chance to make good - not alone will the United States be scoured from end to end, but the entire world will be canvassed for potential program material.

The executives of the new company, practically all of whom have been in one way or another deeply interested in the advertising and promotional departments of the vast industrial empires controlled by their families, are of the unanimous opinion that radio offers an unparalled medium to supplement newspaper and magazine advertising.

While Mr. Adams and the Federal group takes over complete charge of the station's activities, ownership and control of WMCA remains the property and province of the Knickerbocker Broadcasting Co., Inc., licensee of the station.

"The responsibility of operating a full time New York station, serving the largest and most cosmopolitan audience in the world, required an immediate expansion of WMCA's commercial and program policy", said Donald Flamm, President of the Knickerbocker Broadcasting Co. "Accordingly, it is with complete satisfaction and confidence in the future of WMCA that I look forward to the development of the station by John T. Adams and the Federal Broadcasting Corporation group."

While Mr. Adams takes over complete charge of the station's activities, ownership and control of WMCA remains the property and province of Donald Flamm.

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BAR ASS'N FAVORS COMMUNICATIONS COMMISSION

Establishment of a central communications agency in the Federal Government to regulate broadcasting along with wire and wireless communications, and also to fix rates, is urged by the Committee on Communications of the American Bar Association in its annual report. The Association will hold its Fiftieth Annual Convention at Grand Rapids, Mich., August 30 to September 1.

While the Committee, headed by John W. Guider, Washington attorney, does not formally recommend by resolution that a communications commission be established, it does stress the desirability of such an agency. At present a half-dozen different Federal agencies are charged with the regulation of various phases of communication. This division of authority, it is held, is contrary to public interest.

In substance, the committee urges enactment of legislation along the lines of the Couzens bill originally introduced four years ago in the Senate. This bill proposed the creation of a commission which would absorb the Federal Radio Commission with its control over radio, as well as the powers of the Interstate Commerce Commission, State Department and the military departments over international cables. It also proposed regulation of rates, particularly of the common carrier message companies. Broadcasting stations have not been adjudged common carriers.

The committee also recommended repeal or at least modification of the so-called Davis Amendment, under which the RadioCommission is authorized to distribute broadcasting facilities among the States according to population and irrespective of area. This law has long been the target of broadcasters, who claim it is unjust since the wide open spaces of the West, in which additional stations could be accommodated technically, are prevented from having this service because of sparse population.

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ANOTHER "BLUE EAGLE" MARCH

"Old Timers" from Buck Keyes Post of the American Legion at Quantico, Va. flash the word that we'll soon be hearing the "Blue Eagle March" over the radio. It was written by Gunner Talbot, leader of the Marine Band at Quantico, and dedicated to the NRA.

The new march contains strains of "The Traveling Salesman",song, "Glory, Glory, Hallelujah", and "Happy Days Are Here Again", so it can hardly fail to be a success.

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RAB ASK'S FAIRNESS COMMUNICATIONS COMMISSION

Establishment of a neutral communications agency by the Federal Government is urged by Broadcasting along with many other clearer communications, and also in the press. It proved by the committee on communications of the American Bar Association in its annual report. The association will note the interest [illegible] Conservation at Grand Rapids, Mich., August 30 to September [illegible]

What the Committee, headed by John W. Guider, Washington attorney, does not formally recommend or institution such a communications commission in existence, it does urge the [illegible] of such an agency. It points a half-dozen differences [illegible] operations are marked with the regulation of various [illegible] of communication. This division of authority, it is held, is contrary to public interest.

In substance, the committee urges creation of [illegible] along the lines of the Cannon bill originally introduced [illegible] years ago in the Senate. This bill provided the creation of a commission which would absorb the Federal Radio Commission and [illegible] control over radio, as well as the powers of the Interstate Commerce Commission. Other departments had the military [illegible] [illegible] telephone cables. It also proposed regulation of [illegible] [illegible] of the common carrier message company. Broadcasting stations have not been included under service.

The committee also recommended amend or at least [illegible] of the so-called Davis amendment, under which the [illegible] is authorized to distribute broadcasting facilities among the States according to population and [illegible]. This law has long been the target of [illegible], who claim it is unjust since the wide open spaces of the West, in spite of [illegible] stations could be accommodated [illegible], are prevented from [illegible] service because of space [illegible].

* * * * * *

ANCHOR "OLD TIMER" DIES

"Old Timer" has been laid to rest. Part of the American Legion [illegible] program, Mr. Frank Lee Wood was still alive to hear the "Blue Bells Waltz" played on radio. It was written by Jimmie Rodgers, leader of the Blue Bell of Kentucky, and dedicated to [illegible].

The old waltz contains stanzas of "The Drunkard's Lament", "Home, Home, Sweet Home", and "Happy Days in Dixie Land", so it was nearly well to be a success.

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BETTER BUSINESS BUREAU CONTENDS "RCA LICENSED" MISLEADING

Although previous bulletins have been issued by the National Better Business Bureau urging advertisers to describe accurately and clearly radio products made under R. C. A. patents, a recent survey shows considerable misleading advertising still prevalent, according to the Bureau.

"Radio dealers and mail order firms employ the term 'RCA Licensed' in advertising radio sets and tubes of various makes. Some advertisers have shown the words 'RCA' in large type and the word 'licensed' in small type in a manner tending to mislead the public into believing that the product advertised is made by the Radio Corporation of America. In many cases neither the brand of the set or tube, nor the name of the manufacturer is mentioned, and this situation has given rise to confusion on the part of the public", the Better Business Bureau reports.

"The description 'RCA Licensed' as applied to radio products means simply that the article so advertised has been made under RCA patents by a manufacturer who has obtained a license from the Radio Corporation of America. It does not mean that the product or the manufacturer is affiliated with RCA or that the product is approved or endorsed by RCA.

"In some instances advertisements of such products have used without authority the trademark monogram of the Radio Corporation of America. Such use of the RCA trademark is misleading to the public as this trademark can rightfully be applied only to products actually made by the Radio Corporation of America and its subsidiaries.

"In order to protect the public and to promote fair competition, the National Better Business Bureau again recommends that:

"Radio sets, tubes, and other equipment made under Radio Corporation of America patents or license agreements should be designated in advertising by the actual trade name or brand name of the merchandise. If advertisers of such products desire to use, in addition, the expressions 'Licensed by RCA' or 'RCA licensed', all the words in these terms should be given equal prominence. Under no circumstances should the RCA trademark monogram be used in advertising by a licensee or a dealer handling licensed products. This trademark may be applied only to products manufactured by the Radio Corporation of America and its subsidiaries."

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GENERAL JOHNSON'S NEW STATION

The latest is about the man who believed his set had established a long distance record when he picked up what he thought was "Station NRA" which he couldn't find listed among the stations of the United States.

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BETTER BUSINESS BUREAU CAUTIONS "FCC LICENSED" MISLEADING

Although previous bulletins have been issued by the National Better Business Bureau urging advertisers to describe truthfully and clearly radio stations that are F. C. C. licensed, recent surveys show considerable misleading advertising still prevailing, according to the Bureau.

"Radio dealers do not only under this guise the term FCC licensed' in advertising radio sets but some of various sizes. Some advertisers have shown the word 'FCC' in large type and the word 'licensed' in small type in a manner calculated to mislead the public into believing that the government is in some way the radio corporation that has approved or licensed by the Radio Corporation of America. It also leads buyers to believe that the set or tube, nor the name of the manufacturer is licensed, and this situation has given cause to complaints on the part of the public", the Better Business Bureau reports.

"The description 'FCC licensed' as applied to radio products seems simply that the article so advertised has been built in FCC Matters by a manufacturer who has obtained a license from the Radio Corporation of America. It does not mean that the product of the manufacturer is affiliated with FCC or that the product is approved or endorsed by FCC.

"In some instances advertisements of such products have been made without authority the trademark rights of the Radio Corporation of America. Such use of the FCC trademark is misleading to the public as this trademark can rightfully be applied only to products actually made by the Radio Corporation of America and its subsidiaries.

"In order to protect the public and to correct this situation, the National Better Business Bureau again recommends that:

"Radio sets, tubes, and other equipment made under Radio Corporation of America patents or licensed agreements should be distinguished in advertising to the actual trade name or brand name of the merchandise. If advertising of such products lists the FCC, in addition, the descriptions 'licensed by FCC' or 'FCC licensed', all the words be used from which to give equal prominence. Only in circumstances should the trademark FCC be used in association by a licensee of a radio jobbing licensed product. This trademark may be applied only to products manufactured by the Radio Corporation of America and its subsidiaries."

E X E C U T I V E

BUREAU REPORTS ON FRAUDS

The letter in which the Bureau reviews the year's bad experiences, long distance sports and is asked to what do through the "Better Bureau" authorities report that listed among the activities of the United States.

E X E C U T I V E

GEORGE M. COHAN PROVES A RADIO NATURAL

Although one of the last to yield to the lure of microphonic gold, George M. Cohan made a whale of a success of his first network appearance, in my opinion. He proved a radio natural. Despite the fact that he is now 55 years old, I believe after a little more studio practice, he will be every bit as good over the radio as he used to be on the stage.

Certainly Mr. Cohan's skit showed more evidence of careful preparation and more originality than anything which has been heard for sometime. Probably no one on the air has ever sung in topical fashion an entire little show made up exclusively of songs which he himself had written. Although these songs represented the outstanding hits of over a quarter of a century, Mr. Cohan gave the younger generation among the listeners a pretty good idea of what they were like in about 14 minutes.

Harry von Tilzer used to sing a medley of songs which he had written, including "In the Shade of the Old Apple Tree", and "Down Where the Wurzburger Flows", but Cohan's radio medley had this beaten a mile because he has written more famous songs (besides about 20 successful plays). It was a real event to hear the composer himself singing bits of "Give My Regards to Broadway", "It's a Grand Old Flag", "H-A-R-R-I-G-A-N Spells Harrigan!", "Nelly, the Daughter of Officer Kelly", and winding up with one of the most glorious martial compositions of all time, "Over There". In fact, this Cohan revival must have affected old timers deeply, as it evidently did Mr. Cohan while singing it.

Nor was Mr. Cohen's NRA, New Deal Song, dedicated to President Roosevelt far below the Cohan standard. John Philip Sousa once told me that compositions of this kind "written to order" seldom lived. He cited the fact that of all the marches that were ever dedicated to expositions, his "King Cotton March" written for a Southern exposition was about the only one which has ever been heard of since. Surely the march which Mr. Sousa wrote just before his death and dedicated to A Century of Progress has been lost in the shuffle. At that it may be revived and heard later when Sousa will be appreciated more even than he is now.

George M. Cohan's New Deal song may not be the song hit of the season but it is catchy, has quite a swing and unquestionably will serve a very definite purpose in pepping up morale in the present crisis.

Mr. Cohan unconsciously, in his radio performance settled a controversy of many years' standing - the matter of how to pronounce his name. The popular pronunciation is "Cohen" and many persons have thought from this that he is Jewish. As a matter of

CHAPTER XI. BRING PEOPLE & RADIO MATCHES

Although one of the last to yield to the lure of electronic gain, George M. Cohan was a whole of a number of his first-rate accomplishments, in my opinion. He proved a radio natural. Despite the fact that he is now 63 years old, I unhesitatingly rate his work before microphone excellent. He will be every bit as good over the air as he used to be on the stage.

Certainly Mr. Cohan's skill showed more evidence of preparation and more originality than comparable acts that I saw for months. Thoroughly on top of the air from start to finish, Cohan's talent as entire little show made by activity of songs he did himself had written. Although these songs represented the outstanding hits of over a quarter of a century, Mr. Cohan gave the impression of being the listener's guest rather than if what he were like in about 14 minutes.

Harry von Tilzer used to sing a number of songs which he wrote, including "In the Shade of the Old Apple Tree", and "When Under the Twilight Flows". Mr. Cohan's skill in delivering his songs with feeling in the written more famous songs (which were in succession) always. It was a fact never to lose the sense of dimmed singing life of "Why do people go away?", "I'm Proud Old Glad", "A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z", "Twilight Twilight", "Twilight, the Twilight of Twilight Twilight", and anything to which you add "Twilight". Initial compositions of all kind, "Twilight Twilight", in fact, if Cohan revival must have different old tunes simply, as is everything did Mr. Cohan while singing it.

Not was so, Cohan's act, for that song, listening to President Roosevelt for twice the Cohan showing. Jesse Phillips was one told on that occasions of this time "waiting to right" Jesse lived. He sitted the last half of all the memorys that are definitely to occasions, are "long Cohan sound" matters. Jesse Phillips was about the still the world had not yet half of sings. Surely the music would be. Some years just before a begin and located to a Cohan of Programs are been lost in a studio. At that it was to sitting and Jesse Phillips Later when Cohan will be appreciative was only song of it rule.

Perhaps I choose the best song was so to sing song my the reason cut it in catch, but since a song and suggestion. It will were a very delicate subject to Cohan as words in a present crisis.

Mr. Cohan commentator, in the radio multiplication radio controversy of more radio' showing - the matter of how to grow the same. The Jesse programming is Cohan and any Cohan been towards the this that to to listen. As a matter of

fact, he is Irish, his middle name is Michael, and his mother's name was Costigan. Mr. Cohan himself, over the radio, pronounced his name "Co-han" sounding the "h" and accenting the last syllable.

Cohan's fame will probably live longest as the composer of "Over There". This song had its first public performance in Washington and I was present when it was sung.

The occasion was a war-time gathering at Fort Myer. Cohan came to Washington with the Friars from New York for the purpose of putting on a performance for the soldiers. With him was a trainload of stars. They were the guests of the National Press Club for dinner. The show was given in the riding hall at Fort Myer and just before it began a terrific thunder and rainstorm extinguished the lights. The place was packed with soldiers and instantly became so dark that you couldn't see your hand in front of your face.

Soldiers produced a few lanterns. Finally somebody conceived the happy idea of driving several automobiles into the hall. The stage was illuminated by automobile headlights. I remember this because when Louise Dresser, one of the stars, arose to perform, she got between one of the automobile beams and the audience. Wearing a light, thin dress the result may be readily imagined. A gale of laughter arose from the doughboys, but it was sometime before Miss Dresser discovered the cause of the merriment.

Gus Edwards sang "Over There" and it met with such an outburst of enthusiasm that Mr. Cohan, who had been behind the scenes helping pull the big makeshift curtain back and forth, was dragged to the center of the stage. No man ever received a finer ovation, and later when Edwards repeated the chorus of the song, the entire audience joined in.

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RMA SMART TO ACCEPT NEMA CODE

Bond Geddes, of the Radio Manufacturers' Association, having finished his struggles with the RMA code will probably join the other tired radio executives at Rehoboth Beach.

The radio manufacturers saved themselves a lot of grief by accepting the electrical manufacturers' code instead of insisting upon putting over one of their own.

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HARBORD HEADS NRA EMPLOYER GROUP

A Mediation Board to settle labor and other controversies brought before the New York City Committee of the President's Emergency Re-employment Campaign has been appointed by Grover A. Whalen, Chairman. The Mediation Board is composed of three representatives each of the public, labor and employer groups.

The Employer Group is headed by Maj. Gen. James G. Harbord, Chairman of the Radio Corporation of America. The other members are George J. Atwell and Louis K. Comstock, President of the Merchants' Association of New York.

General Harbord will address the radio audience under the auspices of the National Recovery Administration over the WJZ network of the NBC next Tuesday night, August 29th, at 7:00 P.M. Eastern Standard Time.

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HUBER STAGES ANOTHER BALTIMORE BROADCAST

Baltimore again revealed to the Nation Tuesday night that it is still doing business at the old stand. The Municipal Band of Baltimore, composed of 85 musicians made its first network appearance. The concert came from the music pavilion in Patterson Park, the land for which was given over 100 years ago by the father of Betsy Patterson Bonaparte.

Credit for the performance is given to Mayor Jackson, everlastingly behind everything that is good for Baltimore, but an effective colleague is Frederic R. Huber, Director of Station WBAL.

Mr. Huber is also musical director of Baltimore, manager of Lyric Theater, a director of Peabody Institute of Music, and has several more things to occupy his spare time. He is the one who put the Baltimore Symphony Orchestra on the air last Spring and unquestionably the appearance of the Municipal Band on the air is a part of his plan to keep Baltimore in the national musical spotlight.

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FORESEES INTERCONNECTION OF TELEVISION STATIONS

Chain Television like chain radio broadcasting is going to be one of the first requirements of commercial television, but the links in that chain need a wholly new method of interconnection, a method which challenges the skill of the engineer and fires the imagination of the man in the street who wants to know the "how" of things, according to the Shortwave and Television Laboratory of Boston.

"Tall buildings, high hills and great towers will be at a premium for television", states Hollis Baird, Chief Engineer of the Laboratory. "Ultra-short waves will be used in order to get the space (or width) in the ether necessary for sending the fine details that will make up the home pictures of the future. As ultra-short waves have more the characteristics of light rather than radio, they can easily penetrate darkness and fog, but solid objects rapidly weaken them. Thus, the visual horizon, from a given point, promises to be the range limit of an ultra-short wave station.

"The television broadcaster", continues Mr. Baird, "will have a range for his main station, depending on how high he can get the transmitting antenna into the air; the higher its location, the broader the horizon and thus the greater distance the signal will travel.

"When radio became good entertainment, it had to expand its field to meet the public demand. So will television. Present chain radio broadcasting is sent over telephone wires, but the voice requirements are only one four-hundredth of television requirements and no present telephone circuits, nor any that appear in the offing, will be able to carry the television signals.

"A relay system is the solution. At the furthest visible point on the horizon from the main transmitter, a receiving station will pick up the television signals and relay them to another similar station. This point to point transmitting is called 'directional' and the action is repeated until the required distance is covered. When the signal reaches the city desired, it will be put out on a non-directional antenna and the program will then cover a circle some 30 miles in radius.

"As an instance, a two hundred mile airline between two cities would require five 1,000 watt relay stations 30 miles apart. Sending ultra-short waves out on a narrow focused beam requires but little power. This same signal to be clearly heard over a radius of 30 miles necessitates a transmitter as powerful as those now used for city radio broadcasting stations. This means that every sizable city in the country will eventually have its own powerful television station interconnected by relay stations to various key television stations from which the programs will eminate. At first thought, the erecting of a sufficient number of powerful stations and small relay stations to provide nation-wide

ADVANCED INTRODUCTION OF TELEVISION STATIONS

Chain television like chain radio broadcasting is going to be one of the first requirements of commercial television, but the lines in that chain need a totally new method of interconnection, a method which challenges the skill of the inventor and stirs the imagination of the man in the street who wants to know the "how" of things, according to the Engineers and Television Laboratory of Boston.

"Tall buildings, high hills and great towers will be at a premium for television", says Dr. Daniel Dwight Lyons of the Laboratory. "Ultra-short waves will be used in order to get the space (or width) in the ether necessary for sending the fine details that will make up the same quality of sky figure. Ultra-short waves have the characteristics of light rather than radio, they can easily penetrate obstacles and fog, but assist reflects readily weaken them. Thus, in rural portions, from a given point, problems to be the range limit of an ultra-short wave station.

"The television broadcaster", continues Mr. Lyons, "will need a range for his main station, depending on how high he can get the transmitting antenna into the air. The higher its location, the greater the horizon and thus the greater distance the signal will travel.

"When radio became good entertainment, it had to invade the field to meet the public demand. It will television. Present chain radio broadcasting is sent over telephone wires, but on television requirements are only one four-thousandth of telephone requirements and do present telephone circuits, nor any that appear in the future, will be able to carry the television signals.

"A relay system is the solution. In the Northeast district on the horizon from the main transmitter, a receiving station will pick up the television signals and relay them to another receiving station. This point to point broadcasting is called 'directional' and the action is repeated until the required distance is covered. Then the signal reaches the city station, it will be put out on a non-directional antenna and the program will then cover a circle some 50 miles in radius.

"As an instance, a two station relay system between New York would require five 1,000 watt main stations 50 miles apart and twelve ultra-short waves out up a power tower and requires but little power. This same signal to be broadcast over a radius of 20 miles necessitates a transmitter as powerful as those now used for city radio broadcasting stations. This means that the only public city in the country will eventually have its own private television station, accompanied by relay stations to radiate for television stations from which the programs will emanate. At first however, the expense of a sufficient number of powerful stations and their relay stations to provide nationwide

reception appears to be a herculean task but, as in radio, public needs are invariably met when the demands become great enough. Research and invention have a kindly way of meeting such requirements when they arise.

"These stations, dotting the countryside, transmitting Super Eye television from point to point, create an exciting picture of the not too distant future when skilled artists will appear in our homes over chain television systems."

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NBC NEW AND RENEWAL ACCOUNTS

NEW - D. L. & W. Coal Co. (Blue Coal), N. Y. City; Agency - Ruthrauff & Ryan, 405 Lexington Ave., N. Y. City; Starts Oct. 1, 1933, Sunday 7:00-7:30 P.M.; Network - WEAF WEEI WTIC WJAR WTAG WCSH WLIT WFBR WRC WGY WBEN; Program - Orchestra, comedy team and vocalist to be determined.

RENEWAL - Carnation Co. (Evaporated Milk), Milwaukee, Wis.; Agency - Erwin Wasey & Co., 230 N. Michigan Ave., Chicago, Ill. Starts - October 2, 1933; Time Monday 10:00-10:30 P.M.; Network WEAF WEEI WTIC WJAR WTAG WCSH WFI WLIT WFBR WRC WGY WBEN W CAE WTAM WWJ WSAI WMAQ WCFL KSD WOC WHO WOW WDAF WSM WMC WSB WKY WFAA KPRC WOAI WTMJ KSTP WEBC KFYR CRCT CFCF KOA KDYL KGO KFI KGW KOMO KHQ; Program - "Carnation Contented Program" - Morgan Eastman orchestra, Carnation quartet, Gene Arnold and Lullaby Lady.

RENEWAL - Premier-Pabst Sales Co. (Blue Ribbon Malt & Beer), 720 N. Michiagn Ave., Chicago, Ill.; Agency - Matteson-Fogarty-Jordan, Inc., 307 N. Michigan Ave.,Chicago, Ill.; Starts - Sept. 12, 1933, EDST, Tuesday, 9:00-9:30 P.M., 12:00-12:30 Midnight; Network - WEAF WEEI WTIC WJAR WTAG WCSH WFI WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ WCFL KSD WOC WHO WOW WDAF WRVA WSM WMC WSMB WKY WBAP KPRC WOAI WTMJ KSTP WDAY KFYR KOA 9:00-9:30 P.M. EDST KGO KFI KGW KOMO KHQ 12:00-12:30 Midnight EDST; Program - "Ben Bernie and his orchestra".

RENEWAL - Rex Cole, Inc. (G. E. Merchandise), 265 Fourth Ave., New York City, Agency - Maxon, Inc., 122 E. 42nd St., N. Y. City; Starts - August 14, 1933, Monday to Friday inclusive, 7:00-7:15 P.M EDST; Network - WEAF; Program - "Rex Cole Mountaineers" - Fields & Hall, Hill-billy music.

RENEWAL - Armour & Co. (Meat Packers), U. S. Yards, Chicago, Ill.; Agency - N. W. Ayer & Son, Inc.,, 164 West Jackson Blvd., Chicago, Ill., Starts September 22, 1933; Time - Fridays 9:30-10:00 P.M.; Network - WJZ WBZ WBZA WBAL WHAM KDKA WGAR WJR WMAQ KWK WREN KOIL KSO WTMJ KSTP WEBC WRVA WWNC WJAX WIOD WSM WMC WSB WAPI WSMB WKY WFAA KPRC WOAI KGO KFI KGW KOMO KHQ KOA KDYL. Program on KGO KFI KGW KOMO KHQ only will be broadcast 1:15-1:45 Midnight as a repeat Sept. 22 only, 9/29 and thereafter entire broadcast will be 9:30-10:00.

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RADIO COMMISSION RESCINDS SUSPENSION OF RULE 151

The Commission today (August 22, 1933) rescinded its action of May 23, 1933, which action suspended the working of Rule 151 until 3:00 A.M. EST., November 1, 1933. Provided, however, such rescission shall not affect authorizations heretofore granted certain stations, upon application, to operate less than the time required by the rule, up to but not beyond November 1, 1933.

Rule 151 requires the licensee of each broadcast station to maintain a minimum regular operating schedule of two-thirds the hours authorized to operate each broadcast day, except Sundays.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

KGRS, E. B. Gish (Gish RadioService), Amarillo, Texas, C.P. to rebuild transmitter and make changes in equipment; KGHI, Loyd Judd Co., Little Rock, Ark., license covering changes in equipment and increase in daytime power, 1200 kc., 100 w. night, 250 watts day, unlimited time; WEED, William Avera Wynne, Greenville, N. C., modification of C.P. to make changes in equipment, change studio location locally, and change completion date to 45 days from this date; WDGY, Dr. George W. Young, Minneapolis, Minn., modification of C.P. to extend commencement date to July 1 and completion date to Oct. 30, 1933; WHAM, Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., modification of license to authorize continuing the use of 5 KW auxiliary transmitter; WKOK, Charles S. Blue, Sunbury, Pa., authority to extend equipment tests from Aug. 14, to Aug. 31.

Also, WGES, Oak Leaves Broadcasting Station, Inc., Chicago, Ill., temporary authority pending hearing on application for specified hours; KIEM, Harold H. Hanseth, Eureka, Cal., authority to operate nighttime Aug. 21, to broadcast countrywide NRA meeting; KGIW, Leonard E. Wilson, Trinidad, Colo., C.P. to move transmitter and studio from Trinidad to LaVeta Highway, near city limits of Alamosa, and make changes in equipment; KGER, Cons. Broadcasting Corp., Ltd., Long Beach, Cal., 30 day authority to use portable transmitter on frequency 1360 kc., after midnight, to conduct tests to determine location of transmitter.

Also, WOL, American Broadcasting Co., Washington, D. C. C.P. to make changes in equipment; WGCM, Great Southern Land Co., Mississippi City, Miss., consent to voluntary assignment of license to Grace Jones Stewart, under drade name of Great Southern Land Co.; WGCM, Grace Jones Stewart, under trade name, Great Southern Land Co., Mississippi City, Miss., C.P. to make changes in equipment increase day power from 100 to 250 watts, and change hours of operation to: Daily except Sunday - 9 A.M. to 1 P.M. 7 to 9 P.M. Sunday - 9:45 A.M. to 1 P.M.; KOA, National Broadcasting Co., Inc., Denver, Colo., modification of C.P. approving equipment and transmitter location at Colfax Ave., Twp. 4 South, Colo.; WCAC, Conn. Agr. College Storrs, Conn., authority to continue remaining silent until 12:30 PM

Oct. 2; KFNF, Henry Field Co., Shenandoah, Ia., extension of special authority to use time assigned to but not used by stations KUSD and WILL during month of Sept.; WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., authority to operate for period of 90 days with 300 watts power, pending repair of high-voltage generator (regular power 500 watts); WSUI, State University of Iowa, Iowa City, Ia., special temporary authority to operate from 10 P.M. to 12 midnight CST, Sept. 22; WESG, Cornell University, Elmira, N. Y., The Commission reconsidered its action of Aug. 15 in granting application for special temporary authority to operate station until 11 P.M. EST, on evening of Aug. 18, and granted same for special temporary authority to operate station until 1 A.M. EST August 19.

Also, Alexander Anderson McKenzie, Mt. Washington, N. H. general experimental C.P. 41000, 51400, 60000-400000 kc., 500 watts; Dale Robertson, Mobile, Jackson Co., Mich., general experimental C.P. 41000 and 51400 kc., 50 watts; W8XS, Westinghouse Electric & Manufacturing Co., Wilkins Twp., E. Pittsburgh, Pa., general experimental C.P. to change location of transmitter to KDKA Blvd. near Saxonburg, Pa. and install new transmitter, frequencies 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, 20 KW; Norris Hawkins, Portable in California, general experimental C.P. frequencies 60000-400000 and 401000 and above 25 watts; WIQ, Mackay Radio & Telg. Co., Inc., Sayville, N. Y., modification of license to change description of transmitter; WPEI, Police Dept., E. Providence, R. I., license for police service, 1712 kc., 50 watts

Also, National Broadcasting Co., Inc.: WIEO, Portable & Mobile, C.P. temporary broadcast pickup service to install new transmitter; WIEO, Portable and Mobile, license for temporary broadcast pickup service 1566 kc., 2390 kc., 50 watts; KGPE, City of Kansas City, Police Dept., Kansas City, Mo., license for police service 2422 kc., 400 watts; KHHAY, American Airways, Inc., NC-12383, license, frequencies, 3105, 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5, unlimited, 3222.5, 4917.5, day only, 50 watts; Transcontinental & Western Air, Inc.; portable and mobile on any aircraft in vicinity of Kansas City only, W9XU, renewal of special experimental license, 3042.5 kc., day only, 4947.5 kc., unlimited, 50 watts; KHDDW, Transcon, etc. NC-12292, license, frequencies 3105, 2906, 3072.5, 3088, 4967.5, 4987.5, 5672.5, 5692.5 kc., 50 watts.

Also, Aeronautical Radio, Inc.: New, Portable & Mobile, general experimental C.P. frequencies 41000, 51400, 60000-400000, 401000 and above kc., 5 watts; New, Portable & Mobile, general experimental license, frequencies 41000, 51400, 60000-400000, 401000 and above kc., 5 watts; KGTF, Ft. Worth, Tex., aviation-aero. license, 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlimited 3222.5 kc. day only, 400 watts; City of St. Petersburg, Police Dept., St. Petersburg, Fla., general experimental C.P., frequencies 34600, 41000 kc., 15 watts; W9XD, The Journal Co., The Milwaukee Journal, Milwaukee, Wis. C.P. experimental visual broadcast, frequencies 43000-46000, 48500-50300, 60000-80000 kc., 500 watts;

ch. 3; KFNF, Henry Field Co., Shenandoah, Ia., extension of pecial authority to use time assigned to but not used by stations OSB and WILL during month of Sept.; WQBC, Delta Broadcasting Co., nc., Vicksburg, Miss., authority to operate for period of 60 days ith 300 watts power, pending repair of high-voltage generator (reular power 500 watts); WSUI, State University of Iowa, Iowa City, a., special temporary authority to operate from 10 P.M. to 12 idnight CST, Sept. 30; WESG, Cornell University, Elmira, N. Y., he Commission reconsidered its action of Aug. 15 in granting pplication for special temporary authority to operate station ESG 11 P.M. EST, on evening of Aug. 16, and granted same for pecial temporary authority to operate station until 1 A.M. EST, ugust 17.

Also, Alexander Anderson McKenzie, Jr., Washington, D. C. general experimental C.P. 41000, 51400, 60000-400000 kc., 500 watts; ils Robertson, mobile, Jackson Co., Mich., general experimental C.P. 41000 and 51400 kc., 50 watts; W8XE, Westinghouse Electric & Manufacturing Co., Wilkins Twp., E. Pittsburgh, Pa., general experimental C.P. to change location of transmitter to KDKA Site near Saxonburg, Pa. and install new transmitter, frequencies 1604, 2200, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 4100, 34600, 41000, 51400, 60000-400000, 401000 and above, 40 watts; orris Fanning, Portable in California, general experimental C.P. requencies 60000-400000 and 401000 and above 20 watts; WIQ, ackay Radio & Tele. Co., Inc., Sayville, N. Y., modification of icense to change description of transmitter; WPHL, Police Dept., Providence, R. I., license for police service, 1712 kc., 10 watts.

Also, National Broadcasting Co., Inc.: W10XK, Portable & obile, C.P. temporary broadcast pickup service to install new ransmitter; W1XD, Portable and mobile, license for temporary roadcast pickup service 1606 kc., 2390 kc., 50 watts; KGPE, City f Kansas City, Police Dept., Kansas City, Mo., license for police ervice 2422 kc., 400 watts; KGUY, American Airways, Inc., Sta. 3203, license, frequencies 3105, 3117.5, 3132.5, 3232.5, 3257.5, 447.5, 3457.5, 3467.5, 3485, 5652.5, 5662.5, 5692.5, unlimited, 122.5, 4917.5, day only, 50 watts; Transcontinental & Western Air nc.: portable and mobile on any aircraft in vicinity of Kansas ity only, W9XEA, renewal of special experimental license, 3082.5 c., day only, 4967.5 kc., unlimited, 50 watts; KGTW, Transcon-enc. -12060, license, frequencies 3105, 1682, 3122.5, 3167, 3447.5, 467.5, 5672.5, 5692.5 kc., 50 watts.

Also, Aeronautical Radio, Inc.: NEW, Portable & mobile, eneral experimental C.P. frequencies 41000, 51400, 60000-400000, 01000 and above kc., 5 watts; NEW, Portable & mobile, general xperimental license, frequencies 41000, 51400, 60000-400000, 01000 and above kc., 5 watts; KGIZ, WI, Austin, Tex., aviation-aero requencies, 3117.5, 3453.5, 3547.5, 3452.5, 3457.5, 3467.5, 5482.5, 602.5, 5612.5, 5652.5 kc., unlimited 3443.5 kc., day only, 0 watts; City of St. Petersburg, Public Safety, St. Petersburg, la., general experimental C.P., frequencies 34600, 41000 kc., 15 atts; W9XD, The Journal Co., The Milwaukee Journal, Milwaukee, Wis. .P., experimental visual broadcast, frequencies 42000-56000, 48000-6000, 60000-86000 kc., 500 watts;

Also, W2XAH, Bell Telephone Laboratories, Inc., S. Plainfield, N. J., renewal of experimental license, 278 kc., 10 watts; WSAI, Crosley Radio Corp., Cincinnati, Ohio, increase in operating power from 500 w. night to 1 KW night and from 1 KW day to 2½ KW day, affirming grant made June 30, 1933, which was protested by F. P. Moler licensee of WHBD, at Mt. Orab, Ohio. Moler has withdrawn his protest and hearing scheduled has been cancelled; WKEW, Hartund Aircraft Corp., Roseville, Mich., modification of C.P. to extend completion date of C.P. to Sept. 23, 1933; WPEZ, City of Miami, Fla., modification of C.P. to extend commencement date of C.P. to Sept. 2 and extend completion date to Nov. 2, 1933; W9XAT, Dr. George W. Young, Minneapolis, Minn., modification of C.P. to change location of transmitter from 900 W. Broadway, Minneapolis, to portable, and granted experimental visual broadcasting license 43000-46000, 48500-50300, 60000-80000 kc., 500 watts;

Also, W2XES, City of Englewood, Englewood, N. J., Gen. experimental license 34600 kc., 15 watts; Merchant & Miners Transp. Co., S/S Dorchester SS Volusia, SS Wyoming SS York SS Chatham, SS Fairfax SS Juniata, special experimental license, 392 kc., 1 watt, for automatic keyed radio beacon signals; Eastern Steamship Lines, Inc., SS George Washington, SS New York, SS Robert E. Lee, SS Boston, special experimental license 392 kc., 1 watt for automatic keyed radio beacon signals.

Ratifications

Action taken August 16: WFDM, Mackay Radio & Telg. Co., San Francisco, granted 60 day authority to operate aboard vessel "Labrea", frequencies 375 to 500 kc., 100 watts; also frequencies 5500 to 22000 kc., 100 watts, pending receipt and action on formal application; KDUD, Radiomarine Corp. of America, aboard vessel Knoxville City, granted 60 day authority to operate additional 50-watt transmitter aboard vessel Knoxville City, pending action on application; Action taken August 17: KWWG, Frank P. Jackson, Brownsville, Texas, granted special temporary authority to remain silent pending repairs on transmitter to Sept. 10;

Action taken August 18: WMC, Memphis Commercial Appeal, Inc., Memphis, Tenn., granted 10 day authority to use auxiliary transmitter for emergency purposes, pending action on application for renewal; Action taken August 19: WODA, Wodaam Corp., Paterson, N. J., granted special temporary authority extending equipment text 10 days from Aug. 21; WCBD, Wilbur Glenn Voliva, Zion, Ill., granted special temp. auth. to change hrs. of operation from limited sharing with WMBI to the specified hours to Nov. 1, 1933.

Action taken August 14: KDCX, Radiomarine Corp. of America Steel Engineer, Washington, D. C., granted 60 day authority to operate additional transmitter aboard vessel pending action on application 375 to 500 kc., 50 watts; KDSM, Same Co., "Nashaba", Washington, D. C., modification of 3rd class public license for additional transmitter; KITX, Mackay Radio & Telg. Co., aboard "Willfaro", Baltimore, Md., granted 60 day authority to operate 2 KW spark transmitter aboard vessel "Willfaro" pending receipt of action on application frequency 375 to 500 kc.

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Also, [illegible], Bell Telephone Laboratories, Inc., S. Field, N. J., renewal of experimental license, [illegible] kc., 10 watts; [illegible], Crosley Radio Corp., Cincinnati, Ohio, increase in operating power from 500 w. night to 1 kw night and from 1 kw day to [illegible] day, affirming grant made June 30, 1931, which was protested by [illegible], licensee of [illegible], at Mt. Orab, Ohio. [illegible] its protest and hearing scheduled has been cancelled; [illegible], [illegible] Aircraft Corp., [illegible], Mich., modification of C.P. [illegible] extend completion date of C.P. to Sept. 30, 1931; [illegible], City of [illegible], Fla., modification of C.P. to extend commencement date of C.P. to Sept. 1 and extend completion date to [illegible] 1, 1931; [illegible], [illegible] George W. Young, Minneapolis, Minn., modification of C.P. [illegible] change location of transmitter from [illegible] portable, and granted experimental visual broadcasting license, [illegible]-46000, 48500-50300, 60000-80000 kc., 500 watts.

Also, [illegible], City of Englewood, Englewood, N. J., new experimental license 34600 kc., 15 watts; [illegible] Radio Engineering [illegible], [illegible] Dorchester [illegible], [illegible] Brooklyn [illegible] special experimental license, [illegible] kc., 1 watt, for automatic aural radio beacon signals; [illegible], Inc., [illegible] George Washington, [illegible] New York, [illegible] special experimental license, [illegible] kc., 1 watt for automatic aural radio beacon signals.

Ratifications

Action taken August 10: [illegible], Mackay Radio & Tel. Co., San Francisco, granted 60-day authority to operate aboard vessel "[illegible]", frequencies 375 to 500 kc., 100 watts; also frequencies [illegible] to 22000 kc., 100 watts, pending receipt and action on formal application; [illegible], Tropical Radio Corp. of America, aboard vessel "[illegible] City", granted 60 day authority to operate additional [illegible] transmitter aboard vessel [illegible] City, pending action on application; Action taken August 17: [illegible], Frank P. [illegible], [illegible], Texas, granted special temporary authority to remain silent pending repairs on transmitter to Sept. 10.

Action taken August 19: WMC, Memphis Commercial Appeal, Inc., Memphis, Tenn., granted 10 day authority to use auxiliary transmitter for emergency purposes, pending action on application for renewal; Action taken August 18: [illegible], [illegible] Corp., [illegible], N. J., granted special temporary authority [illegible] purposes for 30 days from Aug. 21; [illegible], [illegible], Miss., granted special temp. auth. to change time of operation from [illegible] sharing with [illegible] to the specified hours of Nov. 1, 1931.

Action taken August 13: [illegible], [illegible] Corp. of America [illegible] Engineers, Washington, D. C., granted 60 day authority to operate additional transmitter aboard vessel pending action on application 375 to 500 kc., 50 watts; [illegible], Same Co., "[illegible]", Washington, D. C., modification of [illegible] public license for additional transmitter; [illegible], Mackay Radio & Tele. Co., aboard "[illegible]", [illegible], granted 60 day authority to operate [illegible] transmitter aboard vessel "[illegible]" pending receipt of action on [illegible] frequency 375 to 500 kc.

[illegible]

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No. 651

RADIO'S PAYROLL TOTALS $23,000,000

Radio broadcasting's big parade of progress around the United States during the last dozen years has created an industry affording livelihood to some 12,000 full-time employees, exclusive of artists, with an annual payroll which this year shall approach $23,000,000.

Statistics covering the newest of the front rank industries for the first time have been computed in connection with the planned filing of a code for broadcasters with the Industrial Recovery Administration. Based on a survey conducted by the National Association of Broadcasters, which will file the code, the figures give an insight on the phenomenal growth of an industry, which in 1921 was considered a mere passing fad.

Broadcasting's magnitude as an industry, however, does not stop with its full-time employees and regular payroll. There are literally thousands of radio artists hired by program sponsors and by the networks who are not included in the full-time category.

The compilations were made by Dr. Herman S. Hettinger, professor of the Wharton School of Finance of the University of Pennsylvania. He is on leave of absence and is at present retained as research specialist of the N. A. B. His estimates were based on returns from 154 stations in all power categories.

Dr. Hettinger concluded that the total payroll of the 600 odd broadcasting stations, excluding networks, is approximately $17,000,000 for the current year, distributed among 9,200 regular full-time employees. Add to this total the some 2,000 employees of the National Broadcasting Co. and Columbia Broadcasting System, plus the full-time employees of the miscellaneous networks, radio station representatives and field men, transcription companies and other small groups and the total employment figure should reach 12,000, the payroll would amount to $23,000,000, since most of these network and special employees are in the higher salary executive brackets.

The average weekly wage in the industry, according to Dr. Hettinger, is $33.72 and the average annual wage $1,753. This compares with an annual wage for manufacturing employees in 1930 of approximately $1,340 and for retail employees of $1,315.

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NBC AGAIN NAMED IN SUIT

Gerald V. Moore, 1220 I St., N. W., in Washington, filed suit in District Supreme Court last Wednesday to compel the Federal Radio Commission to cancel the permit issued to the National Broadcasting Co. for operation of Station WMAL.

Moore's petition, filed through Attorney M. E. Stamen, charged the Company was found guilty of obtaining a monopoly for sale of radio apparatus by a Federal court in Delaware.

A similar suit to this was filed several months ago by C. Woods Arthur of the same address. Moore and Arthur are said to be friends. The suit of Arthur, however, was dismissed by the District Court. He had asked for a mandamus directing the Commission to cancel the licenses of the Radio Corporation and its subsidiaries on the ground that the Federal Court of Delaware had found the RCA guilty of a practice that tended to monopoly.

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A. T. & T. OFFICIAL IS PRESIDENTIAL AIDE

The first meeting of President Roosevelt's Science Advisory Board, his latest mobilization of brains, swung into action on the multiple-phased angles of the Government's scientific work. This Board, of which Dr. Frank B. Jewett, Vice-President of the American Telephone & Telegraph Co., and head of the Bell Laboratories, is a member, will work in conjunction with the National Academy of Sciences and the National Research Council. Problems which the new industrial era will create will form the special field of this council.

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REFUSES TO CLOSE RADIO STATION

Promising a fight to the finish, the Rev. Sam Morris of Stamford, Texas, one of nineteen persons charged with violations of Federal radio regulations, declares his small station will continue daily broadcasts. The Sunshine Radio Station, operated by the First Baptist Church, "will be on the air daily until the courts settle this case in the final stage", the minister declared.

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FLAMM SECURES LUCRATIVE WMCA LEASE

It has been learned on excellent authority that Donald Flamm is to receive $150,000 a year rental for Station WMCA in New York which he has just leased to a group of wealthy New Yorkers including descendents of the Thomas Fortune Ryan and Whitney families. This new operating agency of WMCA is called the Federal Broadcasting Corporation.

Jack Adams, formerly head of the Judson Radio Program Bureau is the President of the new company, and associated with him as officers are Clendenin J. Ryan, Jr., Vice-President; Maj. Talbot O. Freeman, Vice-President and Secretary; James K. Norris, Treasurer; and as Directors, in addition to the above, Allen A. Ryan, Jr., Walter S. Mack, Jr., John Hay Whitney, A. Newbold Morris Howard G. Cushing, Robert H. Thayer, Paul H. Nitze, and Bethuel M. Webster, Jr. The last named was formerly Chief Counsel of the Federal Radio Commission and lives in Washington.

The general supposition is that WMCA may become the key station for a new chain. It is understood the WMCA lease has been informally approved by the Legal Division of the Federal Radio Commission but as yet has not been brought to the attention of the Commission.

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CHINA DEVELOPING COMMUNICATIONS NETWORK

A network of wireless stations established throughout China by the Ministry of Communications has served greatly to augment existing means of communication.

At the present time, according to Vice Counsul Douglas Jenkins, Jr., there are 30 wireless stations in the larger cities, operating in connection with the land wire telegraph offices in transmitting commercial messages.

The first step in the establishment of this wireless system was taken by the government in the erection of stations in Nanking and Shanghai, to transmit commercial messages. This service proved so profitable that the government determined to expand the service throughout the entire country.

The fact that most of the material used in building these Chinese wireless stations has been of United States manufacture, it is pointed out, makes it reasonably certain that, with the continued development of this type of communication, a growing market for American radio materials will result.

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TEXAS SECURES LIBERALITY WCOL PLANS

It has been learned on reliable authority that Donald Flynn is to receive $150,000 a year salary for station WCOL in Port Arthur which he has just leased to a group of wealthy New Yorkers including descendants of the Thomas Triangle Oil Company fortune. This new operating agency of WCOL is called the Federal Broadcasting Corporation.

Jean Adams, formerly head of the Latina Radio Program Bureau is the President of the new company, and associated with him as officers are Cornelius L. Ryan, Jr., Vice-President; Mr. Walter O. Freeman, Vice-President and Secretary James K. Harris, Treasurer; and as directors, in addition to the above, Allen A. Ryan, Jr., Walter E. Beck, Jr., John Jay Whitney, A. Donald Virgin, Howard G. Dunning, Robert E. Thayer, Paul R. Stone, Ben Vernon W. Webster, Jr. The last named was formerly Chief Counsel of the Federal Radio Commission and lives in Washington.

The general supposition is that WCOL may become the key station for a new chain. It is understood the WCOL lease has been informally approved by the Legal Division of the Federal Radio Commission but as yet has not been brought to the attention of the Commission.

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CHINA OVERCOMES COMMUNICATIONS ABSENCE

A network of wireless stations established throughout China by the Ministry of Communications has served greatly to support existing lines of communication.

At the present time, according to Vice Consul Thomas Jenkins, Jr., there are 30 wireless stations in the larger cities, operating in connection with the land wire telegraph offices in transmitting commercial messages.

The first step in the establishment of this wireless system was taken by the government in the erection of stations in Nanking and Changsha, to transmit commercial messages. This service proved so profitable that the government determined to extend the service throughout the entire country.

The last word in the material used in building these Chinese wireless stations has been of United States manufacture, it is pointed out, hence it seemingly certain that, with the continued development of this type of communication, a growing market for American radio materials will result.

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HURRICANE SCARE THROUGH BROADCAST MISINTERPRETATION

Misinterpretating a bulletin broadcast by Station WJSV in Washington to mean that the Capital was to be struck by a hurricane last Wednesday (August 23), the Weather Bureau, all radio stations and the newspaper offices were besieged by telephone calls for confirmation or denial of the report. Many Government employees were dismissed early from some of the temporary buildings with a warning to be off the streets 5 o'clock when it was reported that the "hurricane" was to strike. The misunderstanding arose during a terrific wind and rain storm, the tail end of the hurrican which swept the seaboard, and for a time caused much uneasiness.

With the intention of protecting small craft in the Potomac River from the high wind, Capt. John S. Arnold, of the Alexandria, Va. police telephoned Ted Church, acting manager of Station WJSV, that a hurricane was coming up the river, and asked him to warn owners of boats. He said the hurricane would strike Washington at about 2 o'clock and that he had received this information from the Coast Guard. Mr. Church lost no time in broadcasting the warning but tempered it by saying "high wind approaching hurricane intensity". Nevertheless the word "hurricane" touched off the populace.

K. H. Berkeley, Manager of WRC, immediately got in touch with the Weather Bureau and was told that the storm would probably not amount to more than gale proportions. Whereupon the Weather Bureau called up Mr. Church, who immediately began putting reassuring bulletins on the air.

However, in the meantime, the Weather Bureau, as well as broadcasting stations and newspaper offices became swamped with calls. So great was the telephone traffic that even the White House was unable to communicate with the Weather Bureau and Col. Louis McHenry Howe, worried about his father in their shore cottage, was obliged to telegraph to Forecaster C. L. Mitchell, although they were in the same city.

Mr. Church contended that his broadcast was entirely accurate in content regardless of misinterpretations and cries of "false alarm".

"We are a Virginia station, our transmitter being located just across the Potomac from Washington", Mr. Church said, "and we have always made it a point to cooperate with the police and other authorities. Accordingly when I received this request from the Alexandria police, I interrupted the regular routine at the station and gave it the right of way. I tempered the broadcast to the best of my judgment."

A curious thing in connection with the scare was a rumor which got about the city that a warning had been broadcast for the people "to turn out their lights" at 2 o'clock when the hurricane was supposed to be due to hit Washington. Mr. Church declared it was not a part of the Columbia broadcast.

HURRICANE WARNS TRAVELERS AGAINST MISINTERPRETATION

Misinterpreting a bulletin broadcast by Station WWV in Washington to mean that the Capital was to be struck by hurricane last Wednesday (August 25), the Weather Bureau, airplane schedules and the passenger trains were handled by telephone only. For description of details of the report. Many businessmen were diverted early from home of the temporary unlocking vial a warning to be off the streets 5 o'clock when it was reported that a "hurricane" was to strike. The misunderstanding arose during terrific wind and rain storm, the fall end of the hurricane which hit the seaboard, and for a time caused much uneasiness.

With the intention of protecting small craft in the Potomac River from the high wind, Capt. John P. Church, of the Coast Guard, Va. police telephoned Fall Church, acting manager of Station WWV, that a hurricane was coming up the river, and asked him to warn owners of boats. He said the hurricane would strike Washington at about 2 o'clock and that he had received this information from the Coast Guard. Mr. Church had no time in broadcasting a warning but transmitted it by saying "high wind warnings have been issued". Nevertheless the word "hurricane" traveled at the previous.

K. E. Berkely, Manager of WWV, immediately got in touch with the Weather Bureau and was told that the storm would probably not amount to more than gale proportions. Meanwhile the Weather Bureau called up Mr. Church, who immediately began writing warning bulletins on the air.

However, in the meantime, the Weather Bureau, as well as broadcasting stations and newspaper offices became swamped with calls. So great was the telephone traffic that even the Fall Church was unable to communicate with the Beaver Dam and Mt. Lucia Mercy Home, warned about his letter about doctors. He failed to telegraph to Forecaster C. L. Mitchell, although they are in the same city.

Mr. Church contended that his broadcast was justify because it contained regardless of misinterpretations and warns of "idle alarm".

"We are a Virginia station, but temperature being lowered not across the Potomac from Washington", Mr. Church said, "and we have always made it a point to cooperate whatever police and other authorities. Accordingly when I received this report from the Washington police, I interrupted the regular program at the station and gave it the right of way. I reported the broadcast to the best of my judgment."

A curious thing is publication with the early hour a report said not about the city that a warning had been broadcast in the Washington "to turn out their lights." A citizen when the warnings was supposed to be due to his destination. Mr. Church declared it was not a part of the Columbia broadcast.

At any rate within a few minutes the Potomac Electric Power Company switchboard was besieged with telephone calls. To be told "to turn out their lights" seemed to terrify many and they pleaded for the reason of this, what seemed to them, extreme measure.

"It wouldn't have made a bit of difference whether the lights were on or off", C. Melvin Sharpe of the company said, discussing the incident, "and I can't for the life of me see how such a thing got started. It spread like wildfire and while it is laughable as we look back, it was quite serious at the time. I really believe this alarmed the people more than anything else in connection with the hurricane scare."

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RCA VICTOR TOES THE LINE

E. T. Cunningham, President of the RCA Victor Co.,Inc., of Camden, N. J. said that the company had signed the President's Agreement pending revision and final acceptance of a code for the radio industry. The RCA Victor Company, Inc., employs approximately 6,500 persons in its factory, laboratory and offices at Camden.

Mr. Cunningham declared he was heartily in agreement with the President's recovery program and welcomed the opportunity to enroll the RCA Victor Company under the banner of the Blue Eagle.

The RCA Radiotron Co., of Harrison, N. J., with 4,000 employees, has also signed the Agreement.

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LATIN AMERICA HAS ADVERTISING AMBITIONS

The North American Radio Conference recently held in Mexico City is said to have put the idea into the heads of various Latin-American countries that some day it may be possible for them to erect powerful broadcasting stations and advertise their products, such as coffee and fruits and other commodities, direct to the United States.

This is said to be one of the reasons so many of these little countries demanded clear channels at the Conference and which proved a stumbling block.

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At any rate within a few minutes the Potomac Electric Power Company switchboard was besieged with telephone calls. To the cold "to turn one their lights" accord so tardily may one be pardoned for the reason of this, what seemed to them, serious measure.

"It wouldn't have made a bit of difference whether the lights were on or off", C. Melvin Sharpe of the company said, discussing the incident, "and I can't see the life of me why the thing got started. It spread like wildfire and while it is impossible as we look back, it was quite serious at the time. I really believe this alarmed the people more than anything else in connection with the eclipse scare."

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RCA VICTOR NOTES ITS LIST

E. T. Cunningham, President of the RCA Victor Co., Inc., of Camden, N. J. said that the company had signed the President's agreement pending revision and final acceptance of a code for the radio industry. The RCA Victor Company, Inc., employs approximately 8,500 persons in its factory, laboratory and offices at Camden.

Mr. Cunningham declared he was sympathetic in agreement with the President's recovery program and endorsed the objectives, in regards the RCA Victor Company under the banner of the Blue Eagle.

The RCA Radiation Co., of Kearney, N. J., with 4,000 employees, has also signed the Agreement.

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LATIN AMERICA HAS ADVERTISING AMBITIONS

The Pan American Radio Conference recently held in Mexico City is said to have put the idea into the heads of various Latin-American countries that some day it may be possible for them to send powerful broadcasting stations and advertise their products, such as coffee and fruits and other commodities, direct to the United States.

This is said to be one of the reasons so many of these Latin countries demanded clear channels at the Conference and action covers a stumbling block.

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NEW RADIO PUBLICATION MAKES ITS BOW

There appeared this week the first issue of "Radio Business", which was described as the National weekly newspaper of broadcasting. It is published at 310 E. 44th St., New York City. Harold E. Tillotson is the President and General Manager, and H. P. Brown is the Editor. Mr. Brown was for many years editor of the "Radio Digest" in Chicago and New York.

In a leading article, "Radio Business" reiterates the assertion which has been made from time to time that Curtis Dall, son-in-law of President Roosevelt, is now Chairman of the Board of the Amalgamated Broadcasting System, Ed Wynn's new chain.

"Other members of the Roosevelt family are interested in the new third chain - and in Ed Wynn personally", the new magazine goes on. "It is up to the Radio Commission to help make the third chain a success.

"With time largely sold over the two oldest chains for the coming season, it is argued that this is the psychological time to introduce a third chain. Ed Wynn has been fostering this pet for nearly a year. Now it is ready to fly. The commercial interests have asked for more power so the stations, as individuals, are after that power. Currently there is filed before the Commission a request from WDEL, Wilmington, one of the ABS stations, for power increase from 200 to 500 watts, and WPEN in Philadelphia has asked permission to double its power and for unlimited time."

The magazine also asserts that the Amalgamated System has decided to utilize the facilities of the A. T. & T. instead of the Western Union but Mr. LeRoy Mark, of Station WOL in Washington, the Ed Wynn outlet in the Capital, said that testing was going ahead satisfactorily with Western Union lines and he had not heard of the proposed change to telephone wires.

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NRA USES TRANSCRIPTIONS

The NRA going in for electrical transcriptions is a logical follow-up of "personal appearance" broadcasts over the networks. The first of the recorded series, which will soon be heard on independent stations throughout the United States, was made in the National Sound Studios in Washington from a broadcast of Thomas S. Hammond, Executive Director of the President's Re-employment Program. Bob Trout of Columbia was the announcer. Up to now only scripts have been sent out to be read over the stations.

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WCN RADIO MODERNIZATION WAGES ITS 50TH

There appeared this week the first issue of "Radio Stations", which was described on one editorial memorandum as "broadsheetize". It is published at 310 E. 44th St., New York City, Harold E. Tillotson is the President and Owner-Manager, and H. P. Brown is the Editor. Mr. Brown was for many years editor of the "Radio Digest" in Chicago and New York.

In a leading article, "Radio Business" celebrates the position which has been won from the Federal Government, the Bill-of-Law of President Roosevelt, in now changing of the "Radio Act" via Congressional Broadcasting System, to Myrle von Schain.

"Other members of the Roosevelt family are interested in the new bill could - and in fact currently", the new magazine goes on. "It is up to the Radio Commission to help make this bill again a success.

"With this largely fold over the two sides of the working season, it is argued that this is the psychological time to initiate a bill again. It has not been forgotten that for nearly a year, Sen. 37 is ready to fly. The commercial interests have asked for many power so the stations, as individually, are after that power. Currently there is still before the Commission a request from WCN, Milwaukee, one of the 100 stations, for power increase from 500 to 500 watts, and WTIC in Philadelphia has asked permission to double its power and for unlimited time."

The magazine also asserts that the Westinghouse System was decided to utilize the facilities of the A. T. & T. instead of the Western Union but Mr. Lafay Dorr, of Station WOL in Washington, and Mr Ryan Duffel in the Capital, said that telling was going quite satisfactorily with Station Union Lines and in the act based of the expected change to "telephone wires.

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NRA DATE TRANSCRIPTIONS

The NRA policy in for electrical transcriptions is a logical follow-up of "personal appearance" broadcasts over the networks. The first of the recorded series, which soon be heard on independent stations throughout the United States, was made by the Natural Sound Studio in Washington from a broadcast by Thomas G. Dunwood, Executive Director of the President's Re-employment Program. Job lists of Colombia and Los Angeles. It so far only bulletin have been sent out to be read over the stations.

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RADIO EMPLOYMENT INCREASES

July employment index number for the radio industry was 94.1 compared with 92.1 for June, and 62.5 for July of last year, taking 1926 at 100, according to the Bureau of Labor Statistics, Department of Labor. The payroll index for July was 55.7 compared with 65.5 for June and 47.8 for July of last year.

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STATION RESTRICTS ADVERTISING

Station KQW, San Francisco, is using advertising in the San Francisco Examiner stating that it carries wholesome advertising only; that advertisers of questionable merchandise, liquors, beer gardens and tobaccos cannot buy time on KQW, which is doing its part in "Keeping the Air Clean".

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PROTEST HALTS BELGIAN RADIO TAX RISE

Protests from radio listeners caused the Belgian government to abandon its intention of raising annual license fees ($1.71 for valve and 57½¢ for crystal sets), which yields about $571,430 a year, and goes to the National Institute of Radiodiffusion.

Government proposes, instead, to make the Institute do with less and is taking a first contribution of $14,285 to swell the tourist propaganda fund.

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COMMISSION BANS TOY RADIO UNITS

It is understood that the Federal Radio Commission will put its foot down on the manufacture of toy radio stations, a novelty which was expected to be offered to the public during the forthcoming Christmas season. One manufacturer is said to have already constructed several thousand of these sets in anticipation of the holiday demand. This man is reported to have shown these little toy transmitters to Commissioner Harold A. Lafount when the latter was making an inspection trip to the Pacific Coast last month and visited the radio manufacturer. These, he told Commissioner Lafount, would sell for a few dollars and would be a "surefire" Christmas product.

RADIO EMPLOYMENT INCREASES

July employment index number for the radio industry was 84.1 compared with 82.1 for June, and 82.7 for July of last year, taking 1939 at 100, according to the Bureau of Labor Statistics, Department of Labor. The overall index for July was 88.7 compared with 85.5 for June and 47.0 for July of last year.

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STATION RESTRICTS ADVERTISING

Station KGO, San Francisco, is using advertising in the San Francisco Examiner stating that it carries much-more advertising only, that advertisers of questionable propriety, liquors, beer, cosmetics and tobacco cannot buy time on KGO, while is doing its part in "keeping the air clean".

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PROTEST MAYS BUDGET RADIO TAX RISE

Protests from radio listeners caused the Belgian government to abandon its intention of raising annual licenses from 21,71 for radios and 37,42 for crystal sets, which sales about 17,400 a year, and goes to the National Institute of Radiodiffusion.

Government officers, however, do note the institute do with less and is taking a first contribution of 50,000 to swell the tourist propaganda fund.

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COMMISSION MAKES TOUR RADIO CITIES

It is understood that the Federal Radio Commission will put its foot down on the manufacture of by radio stations, a remedy which was expected to be offered to the public during the forthcoming Christmas season. The manufacturers in order to keep already contracted several thousand of these sets in anticipation of the holiday demand. This can be traced to lack of, also liability by transmitters to Commissioner Harold A. Lafount who the latter was making an inspection trip to the Pacific Coast last month and visited the radio manufacturers. Thus, it will Commissioner Lafount, would call for a few things and would go a "wonderful" Christmas present.

Mr. Lafount expressed deep concern. He knew the radio law, which specifies that no radio station, regardless of size, can be built without a "construction permit" from the Commission and that no station can be operated without a license. He learned that several other coast manufacturers had invaded the same line of manufacture.

The case was presented to the Commission's lawyers. There wasn't any legal question about it. The fact that the baby sets use "fly" powder didn't matter. They transmit impulses, admittedly, only a few hundred feet. But that transmission, says the law, constitutes "interstate commerce" and interstate commerce means Federal supervision by the Radio Commission.

Theoretically, a station, no matter how small, can cause interference in a neighboring State. While the signal itself cannot be heard, the inaudible carrier wave can set up a brand of commotion with regularly licensed stations that impairs reception for the listener.

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NEW ZEALAND IMPORTS LESS RADIO SETS BUT MORE PARTS

The high cost of landing complete radio sets in New Zealand has resulted in curtailing imports of sets in cabinets and raising imports of radio parts, according to a report from Vice Consul W. W. Orebough, Wellington.

The report, which is based on recently issued customs statistics for May last, shows that in that month sets imported numbered 655 as compared with 910 in April but that on the other hand the value of parts and unmounted sets rose from 11,423 lbs. sterling to 22,528 pounds. Imports from the United States in May amounted to 586 sets valued at 3,000 pounds sterling and parts valued at 7,000 pounds sterling.

Customs duties, combined with adverse rates of exchange between New Zealand and the countries from which it purchases radios, account for the excessively high cost of landing complete sets, it is pointed out. The United States is the country most affected as it has long been the largest supplier of complete receivers to New Zealand.

Many firms handling American radio sets have been forced to severe their connections with the United States as they were unable to pass on to the buyer the increase in price occasioned by the higher landing cost. However, the report points out, with an improvement in the exchange, a better volume of trade from the American standpoint is looked for.

The protective tariff on radios has greatly stimulated local manufacture, notwithstanding the higher production costs inevitable in small manufacturing units. There are now on the market several lines of New Zealand - built sets which appear to be meeting with a fair amount of sales.

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Mr. Larsen expressed deep concern. He knew the radio law, which specifies that no radio station, regardless of size, can be built without a "construction permit" from the Commission and that no station can be operated without a license. He learned that several other news manufacturers had invaded the same line of manufacture.

The case was referred to the Commission's lawyers. There wasn't any legal question about it. The fact that the lady here use "fly" powder didn't matter. They transmit legal, substitutly, only a few months ago. But that litigation, and the law, constitutes "interstate commerce" and interferes com- mitted under Federal supervision by the Radio Commission.

Theoretically, a station's range under the law is limited by interference in a neighboring state. While the signal itself can- not be heard, the inaudible carrier wave can and does cause in- commotion with erratically licensed stations and thereby violation of the Listener.

I N S E R T

NEW YEARLY IMPORTS INTO MIAMI ARE NOT LOST PAYS

The high cost of landing cargo in this city is far lower than was reported in currently imports of arms in machines and radio imports of radio parts, according to a report from Wil- liam T. Chapman, Washington.

The report, which is based on recently issued customs statistics for May last, shows that in that month alone imported machines 680 as compared with 912 in April last that on the other hand the value of parts and machines and rose from 12,422 lbs. amounting to 22,000 pounds. Imports from the United States in May amounted to 680 with value of 3,000 pounds arriving and parts valued at 7,000 pounds arriving.

Customs duties, combined with shorts rates of exchange between Denland and the countries from which it purchases machine, account for the exceedingly high cost of landing cargo here, it is pointed out. The United States is the country most affected as it has long been the largest supplier of machine products to this Zeiland.

Many times machine American radio sets have been turned in, where their connections with the outer shows as they may be in part on to the owner the intended to prior conditions in the United Landing port. However, the report points out, with an increasment in the radiant, a better volume of trade from the Nation, wherever it toward for.

The prevailing tariff on radios are really extremely high monetarily, notwithstanding the higher product here in Zeiland. In small manufacturing cents, Jerry has gone on the market against lines of the Zeiland - Delta that which cannot be handling with a that amount of sales.

I N S E R T

- 4 -

ARNOLD TO TELL OF AUDIENCE REACTION

Frank A. Arnold, Vice-President of Albert Frank-Guenther Law, Inc. will be a guest speaker over a WEAF network of 36 stations on Monday, August 28th. His subject, "Radio, A Social Force", is based on the reactions he has obtained from audience groups throughout the United States during the six years he was engaged in field work for the National Broadcasting Co.

Mr. Arnold has been the guest of 32 of the 36 stations on the WEAF network and has spoken from the public platform in each of the cities represented.

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RUDY VALLEE IN CAR CRASH

Rudy Vallee, singer and orchestra leader, escaped injury, but Miss Alice Faye, a dancer with his orchestra, suffered a cut over the right eye and body bruises early last Monday night when their automobile skidded during a heavy rainstorm and upset near Greenwood, Del.

Miss Faye was taken to the office of a physician at Bridgeville by Vallee and other members of the orchestra. After she was treated, the party continued on its way from Atlantic City to Virginia Beach, Miss Faye and Vallee riding with other musicians in their cars.

Vallee estimated the damage to his car, which was left at a Bridgeville garage for repairs, at $2,000.

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SPARKS-WITHINGTON GAINS

The following is a financial report of the Sparks-Withington Co. for the year ended June 30:

Net loss after taxes, depreciation and other charges, $285,137, compared with $1,930,514 net loss in preceding year. Six months ended June 30: Net loss after above charges, $84,141, compared with $1,437,857 loss in first half of 1932.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

APPLICATIONS GRANTED
(August 25, 1933)

KUOA, KUOA, Inc., Fayetteville, Ark., modification of C.P. to make changes in equipment and approval of transmitter site at Mount Sequoyah, Fayetteville, Ark.; WACO, Central Texas Broadcasting Co., Inc., Waco, Tex., license covering installation of new equipment, moving station locally and change in frequency power and hours of operation: 1420 kc., 100 watts, specified hours; KLX, The Tribune Publishing Co., Oakland, Cal., consent to voluntary assignment of license to Tribune Building Co.; KGA, Northwest Broadcasting System, Inc., Spokane, Wash., consent to Voluntary assignment of license to Louis Wasmer 'lessee); KEX, Western Broadcasting Co., Portland, Ore., consent to voluntary assignment of license to The Oregonian Publishing Co.; WMBH, WMBH Broadcasting Co., Joplin, Mo., authority to broadcast all World Series Baseball games when dates and hours become known; WEBR, Howell Broadcasting Co., Inc., Buffalo, N. Y., authority to remain silent Labor Day Sept. 4, in order to give employees a holiday; KDFN, Donald Lewis Hathaway, Casper, Wyo., C.P. to move station locally in Casper, and change antenna system.

Also, Lehigh Valley Railroad Co., portable mobile for use on trains, two general experimental C.P.'s, frequency 34600, 41000, 51400, 60000-400000 kc., 4.5 watts; City of Fort Worth, Tex. general experimental C.P. 34600 kc., 15 watts; Gillette Rubber Co. Portable, Eau Claire, Wis., general experimental C.P., frequency 60000 to 400000 kc., 5 watts; WPEH, City of Somervilla, Somerville, Mass., license for police service, 1712 kc., 100 watts; WAEF, Aeronautical Radio, Inc., Newark, N. J., aviation-Aero. license, frequencies 2906, 2072.5, 3088, 4967.5, 4987.5, 5662.5, 5692.5 kc. unlimited, 400 watts; WEEW, American Radio News Corp., Carlstadt, N. J., modification of license to include Mexico City as additional point of communication.

Also, W8XAR, Westinghouse Electric & Manufacturing Co. south of Saxonburg, Pa., renewal of special experimental license in accordance with existing license; Sigurd Hopstad, Akiak, Alaska, authority to operate point-to-point telg. station at Akiak, Alaska, frequency 425 kc., 10 watts to communicate with Bethel and other point-to-point telg. stations in the vicinity; for period of 6 months, pending action on formal application for C.P.; also granted authority to operate station for 6 months without formal operator's license pending examination.

Amateur Licenses

The Commission also granted 202 amateur licenses, of which 148 were new and 54 modifications.

Set For Hearing

WHDL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., C.P. to move transmitter from Tupper Lake to Lake Clear, N. Y., make changes in equipment, change frequency from 1420 to 1290 kc., and change power from 100 to 250 watts (facilities of WNBZ); WJAR, The Outlet Co., Providence, R. I., modification of license to increase operating night power from 250 to 500 watts, remove exp. clause relative to additional 250 watt on exp. basis; KWWG, Frank P. Jackson, Brownsville, Tex., renewal of license, facilities of station are being requested.

Application Denied

Lebanon Broadcasting Corp., Lebanon, Pa., C.P. for new station to operate on 1500 kc., 50 watts, daytime, heretofore set for hearing was denied because applicant failed to enter appearance within time allowed.

Action on Examiner's Report

KVOA, Robert M. Riculfi, Tucson, Ariz., granted renewal of license to operate on 1260 kc., 500 watts, specified hours; also granted voluntary assignment of license to Arizona Broadcasting Co., Inc., reversing Examiner Pratt.

Oral Arguments Granted

Oral arguments were granted, to be held September 27th, involving stations WFEA, Manchester, N. H., WDRO, Augusta, Maine, WQDM, St. Albans, Vt. The Portland Maine Publishing Co., and Casco Bay Broadcasting Co., Portland, Maine; Also Station WILL, Urbana, Ill.

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The entire fleet of the Black Diamond Steamship Corp. is being equipped with Kilster Radio Direction Finders supplied and installed by Mackay Radio which also provides the radio service for the ships of this line. The Black Diamond Line operates between Atlantic ports and Holland and Belgium.

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Air Fir Service

WMOL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., D.F. is given permission from Tupper Lake to Saint Clair, N. Y., each channel is assigned, [illegible] (1000 kc), and change power from 100 to 250 watts (daytime, [illegible]). WJAG, The Norfolk Co., Fremont, Nebr., is granted to increase operating power from 250 to 500 watts, [illegible] change antenna to additional 200 feet on site where [illegible]. WXYZ, Frank E. Gaskins, Detroit, Mich., renewal of license [illegible] of station are being considered.

Application Denied

Gadsden Broadcasting Corp., Gadsden, Ala., D.T., for permission to operate on 1200 kc., 50 watts, daytime, [illegible] for modified the denied because applicant failed to file [illegible] were filed.

Action on Transmitter Permit

KGGA, Robert V. Elliott, Tucson, Ariz., granted permit to install new transmitter on 1500 kc., 100 watts, [illegible] Ariz. [illegible] authority assignment of license to Arizona Broadcasting Co., [illegible] operating Tucson, Ariz.

Final Approval Granted

Final arguments were presented in the Bainbridge Ala. [illegible] involving stations WXYZ, Detroit, Mich., WJBC, Bloomington, Ill., WJAG, Norfolk, Nebr., and WTAR, Norfolk, Va. The Portland Radio Broadcasting Co., and Portland Broadcasting Co., Portland, Maine, also [illegible] Tucson, Ariz.

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The entire fleet of the Coast Guard Frequency Group is being equipped with Motor Radio Direction Finder equipment and installed in Motor Radio which also provides the radio service for the ships at sea line. The Alaska Telegraph line operates between Ketchikan, Juneau and Seattle.

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Miss Sprague file

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

Desk

INDEX TO ISSUE OF AUGUST 29, 1933.

No. 652

COMMISSION MAY APPROVE WMCA DEAL DESPITE PROTEST

Despite the protest of Federal Radio Commissioner Harold A. Lafount, the Radio Commission may approve the leasing of Station WMCA of New York, to the Federal Broadcasting Company. This conclusion is based upon the comment of a Radio Commissioner, quite an influential one, who was reported to have said:

"If a station can sell part of its time to one individual or group, why can't it sell all of it?"

In the arrangement with Donald Flamm and the Knickerbocker Broadcasting Company, the new WMCA operating company simply took over the commercial and program presentation rights, but Flamm and the Knickerbocker Company retain the ownership and the station's broadcasting license.

However it was not until two weeks after the contract was said to have been signed that the matter was officially considered by the Commission, and it probably would not have come before it then had it not been for the protest of Commissioner Lafount. After considering the matter in executive session today (Tuesday) the Commission referred it to the Legal Division for a recommendation. The Legal Division had previously, informally, approved the transaction.

Addressing the Commission, Mr. Lafount said:

"I have read a printed copy of what is termed an 'Agency Agreement' between Knickerbocker Broadcasting Company, Inc., et al. and State Broadcasting Corporation dated August 15, 1933. Newspaper accounts indicate the name of 'State' has been changed to 'Federal'. However, the name of the corporation, or the personnel of same, is immaterial at the moment. It is the principle involved that I desire to call to the attention of the Commission.

"To prevent trafficking in licenses, wave lengths or frequencies, the Commission on January 29, 1932, adopted an order requiring all applicants for assignment of radio broadcast station licenses to submit a sworn statement that the new or proposed licensee would have complete control of station equipment and operation, and unlimited supervision of programs - the sworn statement to the Commission to include the price, whether paid or promised, and all terms and conditions of the proposed transfer; said transfer to be subject to the consent of the Federal Radio Commission. In the agreement here referred to, no attempt is made to assign the license although the effect is identical.

"Instead of selling the equipment and making application for assignment of license, Knickerbocker Broadcasting Co., Inc., agrees to sell all their time for a price which clearly indicates

that a value of about $4,000,000 has been placed upon the license which they seek to retain. The application of Knickerbocker Broadcasting Co., Inc., for renewal of license dated June 22, 1933, and sworn to on the same day, lists the assets of the corporation as being $100,000, and their equipment as being 500 watt composite. The agreement provides that $155,000 per annum be paid to the licensee, plus 25% of revenue in excess of $600,000 a year. A guarantee is made that there shall be at least $100,000 available from this source every 3 years. It is certainly a very simple problem in mathematics to determine the value placed upon the license.

"I do not believe the Radio Act contemplates the commercializing of a government franchise. Personally, I am unwilling to impose a royalty or tariff upon the purchasers of time, or advertisers. Certainly the procedure contemplated has that effect. The agreement undertakes to relieve the licensee from the responsibility of rendering a public service, which I understand is the exclusive reason for the grant, and provides rather that he becomes a censor of programs, thus defeating the very purpose of the law.

"I consider our first obligation is to the public. Listeners are primarily interested in the programs and public service to be rendered by radio stations. I am unwilling to assign to Knickerbocker Broadcasting Co., Inc., or any other licensee, the obligation imposed upon us by Congress to decide who shall be charged with the responsibility of rendering that service. If this policy is adopted, any individual or corporation could control the character of program service to be rendered, and price charged for time over any or all stations in a city, State, or even in the entire country.

"It would be possible for a former licensee whose application for renewal license had been denied, after a finding had been made that the continued operation of a station by him would not be in the public interest, thus to secure rights on the air otherwise denied him. I say such an individual or corporation could, under the agreement here referred to, acquire complete control of a station's time, without the Commission's knowledge that such a condition existed.

"The licensee has an obligation to the public that, in my opinion, cannot be transferred. Licenses may be transferred with the consent of the Commission, but the Commission is without authority to grant licenses to individuals or corporations for nothing. The requirment for the valuable franchise is that the licensee (not his assignee) operate the station in the public interest.

"I fully appreciate the fact that under our system, broadcasters must sell time to advertisers, etc. This, however, is done partly to provide revenue to supply programs beneficial to, and in the interest of the community.

"The time is sold in short periods to numerous advertisers, and represents only a portion of the broadcast hours. But in the case here referred to, it is a complete sell-out - no time

being left for the licensee to himself render a public service. There is no doubt in my mind that the licensee has under this agreement lost control, not of the operation of equipment, but of the time, and since that is actually the only matter in which the public is interested or may derive any benefit, I must, and do conclude, that the license should be held by the parties undertaking the public service."

The reason for Mr. Lafount's action is said to be the following. On the day the WMCA agreement became effective, it is understood that a letter was received from the Knickerbocker Broadcasting Co. addressed to the Federal Radio Commission containing a printed copy of the contract asking if the Commission had any interest in the matter. This letter was referred to the Legal Division and acknowledged by someone there for the signature of Herbert L. Pettey, Secretary of the Radio Commission, saying that the transaction was not of interest to the Commission.

This letter, according to an explanation later, was signed by Mr. Pettey, as a matter of routine, and mailed by him to the Knickerbocker Broadcasting Co. without his calling the transaction to the official attention of the Commission.

A day or so later someone in Washington telephoned Commissioner Lafount to ask if the Commission had any further details as to the leasing of WMCA.

"I didn't know the station had been leased", Mr. Lafount said in apparent surprise. "Tell me about it!"

The inquirer thought the Commissioner was joking because a release on it had been sent out by the WMCA Press Department giving all details and it had even been printed in several papers.

"Honestly I never heard about it until this minute", Lafount replied. "I'm going to look into it at once."

When seen a short time later Commissioner Lafount apparently was highly indignant saying that though the WMCA transaction had apparently been informally approved by the Legal Division of the Commission, it had never been brought to his personal attention or to the attention of the Commission as a whole. He said that several of the Commissioners apparently knew about it. Whereupon he demanded a thorough investigation of the matter which resulted in its formal consideration by the Commission.

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COLUMBIA TO HAVE NEW WASHINGTON OFFICES

The Washington headquarters of the Columbia Broadcasting System will move from its present location in the Shoreham Building to larger offices in the Earle Building, November 1st, it was announced by Harry C. Butcher, General Manager of Station WJSV, the Columbia outlet for Washington. The new offices will occupy the eighth and ninth floors of the building at 13th and E Streets, Washington, just off Pennsylvania Avenue and a short distance from the new Post Office Department and other Government buildings under construction.

The move to larger quarters is a direct result of the growth of the Washington office of Columbia immediately following the acquisition of the 10,000 watt station WJSV at Alexandria, Va. Increased studio and office space, more flexible and complete engineering equipment, plus air-cooling and conditioning equipment and one hundred per cent sound isolation through the use of rock wool are the outstanding improvement features of the new location.

The entire center wing of the 8th floor of the Earle Building has been given over to studio and engineering control equipment. Three studios will offer space for the production of any program of any size which might arise in Washington. The largest of the studios will be two stories high and will be equipped with an observation room for studio guests. The size of the studios and the extent of the equipment being installed will make it possible to handle, as well, any broadcast development of either network or local caliber.

An unique feature will be the construction of a glass enclosed broadcasting booth on the roof of the Earle Building for descriptions of the many activities which occur on Pennsylvania Avenue. In addition, arrangements have been made for the erection of auxiliary transmitting towers and equipment on the roof if and when it becomes necessary.

When completed the office, studio and engineering space will represent the largest and most complete installation of its kind in Washington, it is said.

Easily the most important and modern of the features of the new location is the air-cooling and conditioning equipment to be installed throughout. Thermostatic controls will maintain room temperatures in Summer and Winter, the air being washed and cooled by the most modern and complete equipment available.

Office and studio decorations will carry out the time honored traditions of old Virginia, being done in strict, simple Colonial style - a style employed in the construction and decoration of WJSV's Alexandria offices and studios on the Mount Vernon Memorial Highway.

Frederic William Wile, Columbia's political analyst, whose offices are now with the Columbia offices in the Shoreham Building will also move to the Earle Building space having been provided for him in the new regular Columbia offices.

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IS SOCKET RADIO READY?

Again the rumor of radio via the electric light socket bobs up in the following paragraph from the National Whirligig published by the McClure Newspaper Syndicate of New York:

"Electrical insiders say that plans are set to launch special broadcast programs over ordinary electric light circuits. Power companies are only waiting for a propitious moment to make it commercially profitable.

"The new system is planned to give those who want them more highbrow programs than the usual radio stuff. Arrangements with artists and so forth have all been made. Power companies are actually supporting numbers of people in the music field who are simply being held on tap until the hour is ripe."

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LONDON STAGES RADIO SHOW COMEBACK

Maybe radio shows, which in recent years have been comparatively few, are due for a comeback. London staged one last week which had 9 miles of exhibition stands. The British Broadcasting Corporation equipped a radio theatre seating 2,500 persons for demonstrating purposes.

The McMichael Company, manufacturers of receiving sets, produced a "straight" four-valve circuit containing two moving-coil loud-speakers to give good reproduction of both high and low notes.

To reduce current consumption where the listener is dependent on batteries for power, there has been introduced in England a special type of push-pull output stage known as "Class B." Several new battery receivers, therefore, are, it is claimed, capable of giving volume, sound and quality reproduction comparable to all-electric sets. The General Electric Company is showing a six-tube superheterodyne worked on this principle at £16 (about $72).

The Osram G. E. C. Lamp Company has aroused considerable interest with a range of new Catkin all-metal tubes which are virtually indestructible.

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HYGRADE SYLVANIA OPERATES AT CAPACITY

Hygrade Sylvania Corporation, manufacturer of incandescent lamps, radio tubes, broadcasting equipment and other electronic devices, with plants at Salem, Mass., Emporium, Pa., St. Marys, Pa., and Clifton, N. J., increased its employees by over 1400 between June 17 and August 12. A majority of these employees were added in anticipation of the provisions and requirements of the NRA.

Payroll increases for this eight week period are at the rate of $1,000,000 yearly, or over 35 per cent.

All plants of the corporation are working at capacity and officials of the company anticipate an unusually active Fall season, stimulated by actual market demands. Present production of both incandescent lamps and tubes is the result of consumer needs rather than an anticipation of price increases, one of the officials of the company said.

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GULF MAKES 4,000 PHONE CALLS TO TEST PROGRAM POPULARITY

Recently four thousand telephone calls were made in eight representative cities by the Gulf Refining Company's advertising department to determine how many listeners were tuned into the "Gulf Headliners" stellar program, according to a statement by the Trade News Division of the NBC.

"What the Gulf people learned only added to the executives' desire to have the program renewed over NBC. Through the courtesy of Gulf's advertising agents, Cecil Warwick & Cecil, the figures have been released", the NBC statement continues.

"70% of the people called in the cities listed below were listening to the "Gulf Headliners." The returns from individual cities follows:

New York	52.8%	Louisville	52.3%
Philadelphia	58.2%	New Orleans	81.3%
Pittsburgh	68.5%	Houston	88.2%
Boston	54.0%	Atlanta	87.6%

The questions asked on the telephone survey were: (1) "Do you have a radio?" - 92.8% answered "Yes". (2) "Is it tuned in?" - 52.5% said "Yes". (3) "To what program are you listening?" 70% said "Gulf Headliners".

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SUES TO STOP BROADCAST

Injunction proceedings were instituted against the American Weekly in the New York County Supreme Court last week on behalf of Miss Bettie MacDonald, who in private life is Mary Elizabeth Young. She is a former musical comedy actress. She also asks $50,000 damages.

The restraining order is sought to prevent the defendant from broadcasting any of her literary material, particularly that used as a feature serial in the American Weekly.

She states she entered into a contract with the Hearst weekly periodical to write her stage experiences serially, for which she was to get $1,000 for the first three instalments and $300 for each chapter used thereafter. She charges that the defendants were contracting for the serial rights only.

Later she learned through an advertisement in the New York Evening Journal that there was to be a broadcast program entitled "Secrets of the Follies." On Aug. 9, according to her complaint, she listened in on the broadcast and discovered that it consisted of a dramatization of her serial, put on the radio by means of electrical transcription.

The plaintiff charges that the air program interfered with her common law property right in her literary production.

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TO IMPROVE RADIO PROGRAMS

"How many times have you written to a radio broadcaster to criticize his excessive advertising ballyhoo, or the bad taste of his offering?" Deems Taylor writes in Harper's. "How often - and how promptly - do you take the trouble to thank a station for an excellent sustaining program, or to reassure some enlightened commercial sponsor that his interesting and intelligent offering is being heard by people who appreciate it?

"We self-styled cultivated listeners regard the fan letter with great scorn, and yet it is the only way by which the radio performer, producer, or advertiser can have any notion of what his hearers like or dislike. The fan letter is the ballot; and if you are above casting yours, you must be above complaining if the election goes against your party.

"It is an axiom in radio circles that the better your program, the scantier your fan mail."

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BROADCASTERS' CODE WILL ADD $1,000,000 TO PAYROLLS

The National Association of Broadcasters Tuesday (August 29) submitted to the National Recovery Administration their code of fair competion for the radio broadcasting industry. It was in the form approved by the Board of Directors of the Association at its meeting in Washington, August 24.

At the same time application was made to substitute the labor and wage provisions of the broadcasters' code for labor and wage provisions of the President's Reemployment Agreement. It is expected that the National Recovery Administration will act promptly upon the application for substitution and that all radio stations of the United States will be under the Blue Eagle within the next few days. Many stations have already signed the President's Reemployment Agreement and are operating under its provisions although the vast majority are awaiting approval of the substituted provisions.

Deputy Administrator Sol A. Rosenblatt, who has been designated to handle the broadcasters' code, indicated that an early date will be fixed for public hearing on the permanent code.

Copies of the code as filed by the Association are being sent to all broadcasting stations.

Briefly, the code provides a forty hour week for all employees, except radio operators and control men who are given a 48-hour week. Special provisions have been made for persons employed on special event programs of public interest. Exceptions as to working hours are made with respect to persons above a certain salary grade who are employed in a managerial or executive capacity (including announcers and production men), outside salesmen, and employees on emergency maintenance and repair work.

Persons under the age of 16 years may not be employed except as talent on programs and then for not more than three hours daily, the hours of employment not to interfere with their schooling.

A differential in salary classification is provided as between stations employing more than 10 regular employees and stations employing less than that number. Minimum pay for broadcast technicians, including radio operators and control men, is fixed at $20 a week for stations employing more than ten persons and at $15 a week for stations employing no more than 10 employees. Announcers and program production employees are given a minimum weekly salary of $20 in the larger stations and $15 in the smaller stations. For other employees the wage schedules provided in the President's Reemployment Agreement are followed.

The code also provides for equitable readjustments in all pay schedules in line with the spirit of the blanket code and carries the statutory provisions relating to collective bargaining.

A section on trade practices bans "rate chiseling", "song plugging", disparagement of competitors, false coverage claims, and lotteries.

The National Association of Broadcasters is designated as the supervisory agency under the code.

It is estimated that compliance with the code will result in the employment of 720 additional employees, or an increase of 6.5 per cent over the number regularly employed as of July 29, 1933. The total employment would be 3.2 per cent above that of any previous year in the industry's history. Exclusive of equitable readjustments, the amount added to payrolls would exceed $1,000,000, representing a gain of 4.8 per cent when compared with present payrolls. According to surveys conducted by the Association, there are now approximately 11,000 persons regularly employed in the industry, exclusive of special talent, and the annual payroll is around $20,900,000.

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NEW RADIO COMMISSION ATTORNEY APPOINTED

Andrew G. Haley, former secretary to Representative Horr, of Washington, was appointed an attorney in the Legal Division, to take the place made vacant by the resignation of of Hobart Newman. He will take office September 1, 1933. Mr. Haley is from Tacoma, Washington.

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RADIO COMMISSION SECRETARY GOES POLITICAL

Herbert L. Pettey, Secretary of the Federal Radio Commission has gone to Kansas City to address a meeting of the Young Democratic Clubs of America.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(August 29, 1933)

KIDO, Boise Broadcasting Station, Boise, Idaho, C.P. to make changes in equipment and install vertical radiator; WBAL, Consolidated Gas & Electric Light & Power Co. of Baltimore, modification of C.P. extending completion date to Aug. 31, 1933; WODX, Mobile Broadcasting Corp., Mobile, Ala., authority to resume operation Sept. 1 instead of Sept. 10; KWFV, Hilo Broadcasting Co., Ltd. Hilo, Hawaii, permission to use 10 watt transmitter for purpose of making field intensity measurements to determine site for transmitter; WBAL, Consolidated Gas & Electric Light & Power Co., of Baltimore, renewal of special experimental authority to synchronize on 760 kc. with WJZ with power of 2½ KW for a period of 3 months from Sept. 1; WILL, University of Illinois, Urbana, Ill., authority to remain silent from Sept. 1 until 3 A.M. Sept. 20, 1933; WKRC, WKRC, Inc., Cincinnati, Ohio, extension of special experimental authority to use 1 KW (500 watts additional) power, to Nov. 1, 1933.

WLBL, State of Wisconsin Dept. of Agr. & Markets, Stevens Point, Wis., and WIND, Johnson-Kennedy Radio Corp., Gary, Ind., renewal of licenses on a temporary basis, subject to such action as the Commission may take on their pending applications for renewal, and designated said application for hearing; KFQD, Anchorage Radio Club, Inc., Anchorage, Alaska, license extended on a temporary basis to Oct. 1, 1933, pending receipt and/or action on application for renewal; WEAN, Shepard Broadcasting Service, Inc., Providence, R. I., renewal of license, 780 kc., 250 watts, 500 watts, LS, unlimited time, also granted special temporary authority to operate with additional 250 watts nighttime power for period Sept. 1, 1933 to March 1, 1934; WJAR, The Outlet Co., Providence, R. I., renewal of license 890 kc., 250 watts, 500 watts LS; also granted special temporary authority experimentally to operate with additional 250 watts nighttime power for period Sept. 1 to March 1, 1934; WFLA-WSUN, Clearwater Chamber of Commerce, & St. Petersburg Chamber of Commerce, Clearwater, Fla., special temporary authority to operate with 1 KW power night with directional antenna and 2½ KW daytime.

Also, WPFA, City of Newton, Police Dept., Newton, Mass., modification of C.P. to extend completion date to Sept. 16, 1933; W3XAY, The Atlantic Refining Co., Philadelphia, Pa., modification of C.P. to extend completion date to Oct. 31, 1933; KGUF, Aeronautical Radio, Inc., Dallas, Texas, aviation license, frequencies 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlimited, 3222.5 kc. day only, 50 watts; W9XAY, Iowa Broadcasting Co., Portable, operating within 10 miles from Des Moines, general experimental license 51400 kc., 5 watts; W6XAU, Wm. Edward Ellis, Portable and Mobile, Fresno, Cal., general experimental license, 51400 kc., 7 watts; Thomas E. Prosser, St. Louis, Ill., renewal of amateur operator's license.

Also, Mackay Radio & Telegraph Co. Palo Alto, Cal.: KNA, modification of license to delete transmitter Serial No. 29166; KNW, Same except transmitter No. 29011; KNG, (Remote control San Francisco), license fixed public point-to-point telegraph, 17140 kc., 20 KW; KWD, same except frequency 8990 kc., 20 KW.

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: WFLA-WSUN, Clearwater, Fla.; WGBF, Evansville, Ind.; WOBU, Charleston, W. Va.; WOS, Jefferson City, Mo.; WSYR-WMAC, Syracuse, N. Y.; KFRU, Columbia, Mo.; KGBU, Ketchikan, Alaska, and KGFX, Pierre, S. Dak.

Ratifications

Action taken August 21: WQOE, Radiomarine Corp. of America, "NOSA CHIEF", Washington, D. C., granted 60 day authority to operate 200 watt tube transmitter aboard vessel "Nosa Chief", frequency range 375 to 500 kc.; Action taken August 22: W6SV, Harry Engwicht, San Jose, Cal., granted special temporary authority to operate station at a location not covered by present license, using remote control at Hotel St. Claire, with transmitter at Rosicrucian Temple, San Jose, Sept. 2 to 4 inclusive; Action taken August 23: WSCS, Radiomarine Corp. of America, "City of Honolulu", Washington, D. C., granted 60 day authority to operate 50 watt tube transmitter aboard vessel; frequency range 375 to 500 kc.

Action taken August 24: KIGW, Iowa Broadcasting Co., Des Moines, Ia., authorized to operate station August 25 to Sept. 2 in connection with Iowa State Fair; frequency 2390 kc., 20 watts; W5BEN, W. Ben Wimberly, Amarillo, Texas, granted special temporary authority to operate amateur station at Tri-State Fair Grounds, Amarillo, August 28 to October 1.; Action taken August 26: KOBM, Mackay Radio & Telegraph Co., "Willpolo", Baltimore, Md., granted 60 day authority to operate 2000 watt spark transmitter aboard vessel, pending receipt of formal application, frequency range 375 to 500 kc.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF SEPTEMBER 1, 1933.

No. 653

WMCA DECISION WILL AWAIT CONSIDERATION BY ENTIRE COMMISSION

Because of the hubbub created by the Legal Division of the Federal Radio Commission in passing informally upon the leasing of Station WMCA in New York to the Federal Broadcasting Corporation without bringing it to the attention of the Commission, there will probably be some delay in final action being taken in the matter. The chances are that the leasing of the New York station will now await consideration of the entire Commission. This will probably be sometime after Labor Day.

Chairman E. O. Sykes and Commissioners Hanley and Lafount are at present in Washington and Commissioners Brown and Starbuck are expected to return at an early date.

When Commissioner Lafount found that he had not been consulted in the matter of the transfer and that the Legal Division had notified the Knickerbocker Broadcasting Company, of which Donald Flamm is the head, that the transaction was of "no interest" to the Commission, he called for all the papers in the case and demanded that it be reconsidered and this time brought formally to the attention of the Commission. When this was done, Mr. Lafount protested to the Commissioners because he had not been consulted with regard to the leasing of the New York station. Whereupon the Commission (there were three members present - Messrs. Sykes, Lafount and Hanley) ordered that the case be referred to the Legal Division for an opinion.

Whereupon Judge Sykes addressed the following letter to Mr. Bethuel M. Webster, Jr., of New York, a Director in the new leasing company, which cancelled the prior informal action of the Legal Division:

"Your letter of August 15, 1933, and a document enclosed therewith entitled 'Agency Agreement between Donald J. Flamm, Knickerbocker Broadcasting Company, Inc., et al, and State Broadcasting Corporation' have been formally brought to the attention of the Commission.

"It is noted from your letter that copies of the contract were forwarded so that the Commission may determine whether any action by the Commission is necessary or so that you may be advised whether the contract is in violation of the law, Commission regulations or Commission policy. In view of this request, the Commission has decided to consider the matters to which you address its attention. Under date of August 16, 1933, two letters were sent under the signature of the Secretary of the Commission, addressed to Messrs. Webster and Spearman, in reply to your letter of August 15, 1933. These two letters, prepared and sent prior to Commission consideration of the questions involved should be disregarded by you.

"When a determination is reached by the Commission relative to the request contained in your letter of August 15, you will be advised."

The matter is now under consideration by George B. Porter, Acting General Counsel of the Radio Commission. Mr. Porter was absent from Washington at the time the Legal Division informally approved the transaction. Although it cannot be said for a certainty, the expectation is that the Commission will pass favorably upon the deal.

It was emphatically denied in representations made to the Radio Commission that WMCA is to be the key station in a chain. This was said not to be a part of the present plan which is to develop WMCA into the most outstanding independent station in the country.

Likewise, Bethuel M. Webster, formerly Chief Counsel of the Radio Commission, laughingly said that it was not true that the Board of Directors consisted of 13 millionaires.

"I am on the Board", Mr. Webster remarked, "and I am not a millionaire."

There was, of course, considerable comment upon the fact that former Governor Alfred E. Smith had joined the new group operating WMCA, as Chairman of the Board. According to information reaching Washington, Mr. Smith is to receive no retainer but is to identify himself with broadcasting "for the wonderful opportunity to do some good."

Mr. Smith's entry into the ranks of the broadcasters follows closely that of Curtis C. Dall, son-in-law of President Roosevelt, who is to be the Chairman of the Board of the Amalgamated Broadcasting System, Ed Wynn's new chain, according to reports from New York.

Another notable who joined the industry not long ago was Newton D. Baker, former Secretary of War, who is a member of the Board of Directors of the Radio Corporation of America and legal adviser for the National Association of Broadcasters in their copyright fight with the Composers.

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UNTIL OCTOBER TO ANSWER NBC SUIT

The District Supreme Court has granted the Federal Radio Commissionuntil October 6th to file its answer in the suit brought by Gerald V. Moore. The action is to compel the Commission to cancel the permit issued to the NBC for operation of Station WMAL in Washington. Moore's petition charged that the RCA, of which the NBC is a subsidiary, was found guilty of obtaining a monopoly for sale of radio apparatus by a Federal Court in Delaware. An action similar to Moore's was filed by C. Wood Arthur in Washington but was thrown out of court.

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When a determination is reached by the Commission relative to the request contained in your letter of August 6, you will be advised.

The matter is now under consideration by George M. Burton, Acting General Counsel of the Radio Commission. Mr. Burton was absent from Washington at the time the Legal Division informally approved the transaction. Although it cannot be said for a certainty, the expectation is that the Commission will act favorably upon the deal.

It was unfortunately learned in preliminary talk by the Radio Commission that WOAI is to be the key station in a chain. This was news not to be a part of the general plan which is a service block with the most outstanding broadcasting station in the country.

Likewise, Patrick D. Prendergast, formerly WOAI's General Counsel in the Radio Commission, informally said that it was not from the board of directors considered of 15 million dollars.

"I am on the board", Mr. Prendergast remarked, "and I am a millionaire."

There was, of course, considerable comment upon the fact that Sonny's Governor Lanham is behind the deal. Lanham owns a power operating plant, as Chairman of the board. Governor Lanham's connection with the station, Mr. Burton is to notify, is a relation that is so closely linked with Southwestern Utilities that the ownership is no news here.

Mr. Burton also said the owner of the broadcasting station believes closely that of Curtis G. Orr, President of the Southwestern Utilities, who is to be the President of the Board of the Southwestern Service. Mr. Orr's the deal, according to reports, has the Orr.

Another matter was learned by inquiry but from Mr. Burton, Joseph Bryant of Dallas, who is a member of the Board of Directors of the Texas Corporation, is keeping his advice for the national association of broadcasters to look after this with the Commission.

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WHITE COURSES TO LEAVE THE CITY

The District Supreme Court has granted the petition for Fred White's constitutional court's ruling to file his answer in the suit brought by Jerald W. Morse. The motion is to compel the Commission to consider the permit issued to the Tex Ore Corporation of Dallas, in Washington. Counsel's petition claims that the Tex Ore is a non-entity, not legally entitled to operate a company for sale of radio apparatus by a fraudulent device to Congress. Interlocutory matter in Morse's suit filed by a Dallas attorney in Washington has not been heard of yet.

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BROADCASTERS PAY COPYRIGHT INCREASE

With what the late President Woodrow Wilson used to call "mental reservations", the broadcasters met the 1 per cent increase September 1st of the American Society of Composers, Authors and Publishers for the privilege of broadcasting their copyrighted music.

Since September, 1932, broadcasters have paid the Society, approximately $750,000 in sustaining fees, plus 3 per cent of their net receipts (the stations' sale of time, with the exception of political addresses) for the right to perform the copyrighted music. Stations were given the choice of accepting three-year percentage contracts or facing the withdrawal of the Society's music from the air.

The contracts provided for an increase in the royalty to 4 per cent for the second year, which began today (September 1) and to 5 per cent for the third year, which begins September 1, 1934, plus the sustaining fees.

The "mental reservations" of the Broadcasters are the advantage they hope to gain as a result of the efforts to be made by Newton D. Baker, of Cleveland, who has been retained as copyright counsel in addition to Oswald F. Schuette, their copyright director, whose "trust busting" activities are well known. Also the Composers are hopeful of the investigations which the Department of Justice and the Federal Trade Commission are making to ascertain whether or not the American Society of Composers has a monopoly on music and whether or not it is an illegal combine. It is the expectation of the Broadcasters in their fight for a reduction of the copyright fees that a government suit may eventually be filed against the Composers.

It was also said that the attention of Assistant to the Attorney General Keenan and Senator Copeland of New York, in charge of the "anti-racketeering" drive, had been called to the situation. Sometime ago there was an explosion when Mr. Schuette characterized the American Society of Composers "as a bunch of racketeers". E. C. Mills, General Manager of the Composers retorted by saying, "If the Society are racketeers, then Secretary of the Treasury Woodin must be a racketeer because he is a member of the Society."

Also the attention of General Hugh Johnson and General Counsel Richberg of the NRA has been called to the Composers. The Borah Amendment of the Recovery Act prohibits the approval of Codes "which would sanction monopolies or monopolistic practices."

It was the suggestion of Mr. Schuette to the NRA that to protect itself against possible violations of the Borah Amendment, Codes before approval should be submitted to the Department of Justice, the Federal Trade Commission or any Government agency which had previously investigated monopolistic practices in any

given industry. The Borah Amendment itself, however, doesn't call for such submission.

Among the Codes which might come into question, according to Mr. Schuette, were those of the radio and the music publishing industries. Also that of the Mellon "aluminum trust" which Schuette is likewise trying to have dissolved.

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RADIO INDUSTRY REEMPLOYMENT AGREEMENT APPROVED

The National Recovery Administration has formally approved the application of the National Association of Broadcasters to have substituted in the President's Reemployment Agreement certain provisions from the proposed Code of Fair Competition for the Broadcasting Industry which was filed on Tuesday (August 29).

This means that all stations who can comply with the agreement as modified may sign the President's Reemployment Agreement and the Certificate of Compliance, and obtain the Blue Eagles at once.

The President's Reemployment Agreement, as modified through the granting of the National Association of Broadcasters' application for substitution, should not be confused with the Proposed Code of Fair Competition for the Broadcasting Industry which was filed on August 29. This Code must be the subject of a public hearing and it is likely that this hearing will be held about the middle of September. Following the hearing and after the President has finally approved the Code of Fair Competition for the Broadcasting Industry, the approved Code will supersede the President's Reemployment Agreement and stations will operate under the approved Code.

The substitutions in the President's Reemployment Agreement which were approved are as follows:

For Paragraph 3 of the President's Agreement:

"No factory or mechanical worker or artisan (other than radio operators, control men, announcers, production men, and employees on special event programs) shall be employed more than a maximum of 40 hours per week, nor more than 8 hours in any one day. Radio operators, control men, announcers, production men, and employees engaged on special event programs, shall not be employed more than a maximum week of 48 hours."

[illegible] industry. The Naval Research Lab[illegible], however, [illegible] for wood substitutes.

Among the Codes which might come into operation, [illegible] to us, however, were those of the radio and the motion picture industries. Also that of the Lotion Manufacturers' [illegible] industry is learning trying to keep [illegible].

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Radio Industry Reorganized Under Act Of [illegible]

The National Recovery Administration has formally approved the application of the National Association of Broadcasters to have established in the President's Reemployment Agreement certain provisions from the proposed Code of Fair Competition for the Broadcasting Industry which was filed [illegible] (August 20).

This means that all stations who can comply with the agreement as modified by the President's Reemployment Program and the Guidelines of Compliance, may retain the Blue Eagle as usual.

The President's Reemployment Agreement, as modified through the practice of the National Association of Broadcasters, application for administrator, should not be confused with the proposed Code of Fair Competition for the Broadcasting Industry which was filed on August 20. This Code must be the subject of a public hearing and it is likely that this hearing will be held about the middle of September. Following the hearing and after the President has finally approved the Code of Fair Competition for the Broadcasting Industry, the approved Code will supersede the President's Reemployment Agreement and stations will operate under the approved Code.

The substitutions in the President's Reemployment Agreement which were approved are as follows:

For Paragraph 2 of the President's Agreement:

"No factory or mechanical worker or artist (except line radio operators, control and studio [illegible], technicians, and employees in special technical [illegible] shall be employed more than a maximum of 6 hours per [illegible], nor more than 30 hours in any one day. Radio operators, control men, announcers, production men, and employees engaged in special [illegible] shall not be employed more than a maximum [illegible] of 44 hours."

And for Paragraph 4 of the President's Agreement:

"The maximum hours fixed in the foregoing paragraphs shall not apply to employees in establishments employing not more than two persons in towns of less than 2,500 population which towns are not part of a larger trade area; nor to managerial, exécutive and supervisory employees and production men and announcers who receive $35.00 or more per week; nor to employees on emergency maintenance and repair work; nor to very special cases where restrictions of hours of highly skilled workers on continuous processes would unavoidably reduce production but, in any such special case, at least time and one-third shall be paid for hours worked in excess of the maximum. Population for the purposes of this agreement shall be determined by reference to the 1930 Federal Census."

To obtain the Blue Eagle, each station may secure from its Postmaster a copy of the President's Reemployment Agreement and Certificate of Compliance. The President's Reemployment Agreement must be signed and the Certificate of Compliance must also be signed with the following paragraph written thereon:

"To the extent of N. R. A. consent as announced we have complied with the President's Agreement by complying with the substituted provisions of the Code submitted for the Radio Broadcasting Industry."

When this has been done, the copy of the Agreement should be mailed in an envelope which is provided for that purpose. The Certificate of Compliance should be delivered to the Postmaster who will present the signer with Blue Eagle insignia. Stations may then display the Blue Eagles.

There is enclosed a printed copy of the "Code of Fair Competition for the Broadcasting Industry" as submitted on August 29th.

R. D. H.

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And for Paragraph 4 of the President's Agreement:

"The maximum hours fixed in the foregoing paragraphs shall not apply to employees in establishments employing not more than two persons in towns of less than 2,500 population which towns are not part of a larger trade area; nor to commercial, executive, professional, supervisory employees and foremen and to persons who receive salaries or wage per week; nor to employees on emergency maintenance and repair work; nor to part-time labor where reasonable hours of work, taking working months or continuous processes would unreasonably reduce earnings but, in any such special cases, at least time and one-half shall be paid for hours worked in excess of the maximum. Tabulation for the purpose of this paragraph shall be determined by reference to the 12th Census Data."

To obtain the blue eagle, each station may secure from its Contractor a copy of the Presidents Reemployment Agreement and Certificate of Compliance. The President's Reemployment Agreement must be signed and the Certificate of Compliance must also be signed with the following paragraph written in ink:

"In the events of N. R. A. Codes as announced on even dated with the Presidents Agreement by complying with the minimum provisions of the Code adopted for the Radio Broadcasting Industry."

When this has been done, the copy of the Agreement should be mailed in an envelope which is provided for that purpose. The Certificate of Compliance should be delivered to the Inspector who will present the station with the Radio Broadcasting Industry Blue Eagle.

There is enclosed a printed copy of the "Code of Fair Competition for the Broadcasting Industry" as submitted on January 27th.

E. B. M.

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ARMSTRONG HELD INVENTOR OF REGENERATIVE CIRCUIT

Maj. Edwin H. Armstrong, inventor of the superheterodyne was sustained as the inventor of the regenerative circuit by the United States Court of Appeals, Second District, last Tuesday (August 29).

Major Armstrong and Dr. Lee de Forest, inventor of the three-element vacuum tube, have long contended over which was the first to discover the regenerative or "feed-back" circuit, called "the heart of all modern radio communication."

Several months ago de Forest patent holders sued the Radio Engineering Laboratories, Inc., alleging infringement. Major Armstrong financed the case for the Laboratories. Judge Marcus B. Campbell in Eastern District Court of New York said he would have to abide by a 1929 decision of the United States Supreme Court, which invalidated the Armstrong patents on regeneration.

Major Armstrong took the case to the Circuit Court of Appeals, which had previously rendered the decision to Armstrong, later to be reversed by the Supreme Court.

Justice H. B. Chase said there was no reason for the Circuit Court of Appeals to change the decision it made prior to the Supreme Court's reversal. It is pointed out that the Supreme Court's decision did not deal with the technical merits of the case but on rules of law.

"The radio world has never had any doubt", said Major Armstrong, "who was the inventor of the feed-back circuit. Nevertheless, during the past nine years, I have been defeated in six courts on questions of law or fact in this contest. In all that time I have never lost faith that sooner or later the controversy would come before a court with sufficient knowledge of the radio art to understand the fallacies of the de Forest case."

"The decision of the U. S. Circuit Court of Appeals seems in sharp conflict with decisions of the Court of Appeals of the District of Columbia and the Court of Appeals of the Third Circuit each of which has held that DeForest is the originator of the feed-back invention. This invention is regarded by engineers as the line of demarcation between old time and modern radio", a statement by the Radio Corporation of America sets forth.

"Although the United States Supreme Court affirmed the decision of the Third Circuit, the majority of the judges of the Second Circuit are now of the opinion that in its affirmance the Supreme Court did not decide on matters of fact, but held its decision to matters of law peculiarly applicable to interference suits.

AMERICAN HELD INVENTOR OF REGENERATIVE CIRCUIT

Maj. Edwin H. Armstrong, inventor of the superheterodyne, has maintained as the inventor of the regenerative circuit by the United States Court of Appeals, Second Circuit, last Tuesday (August 6th).

Major Armstrong and Dr. Lee De Forest, inventors of the three-element receiving tube, have long contended that each was first to discover the regenerative or "feedback" circuit, which "the basis of all modern radio communication."

Several months ago the Supreme Court upheld the Radio Corporation Laboratories, Inc., allegedly infringed, Major Armstrong filed his suit for the laboratories. Judge Thomas D. Thacher in Eastern District Court of New York held the patent to be valid. Decision of the United States Circuit Court of Appeals, which invalidated the Armstrong patents on technicalities.

Major Armstrong took the case to the Circuit Court of Appeals, which has previously reversed the decision in Armstrong's favor to be reversed by the Supreme Court.

Justice Hugo L. Black said there was no reason for the Circuit Court of Appeals to change the decision in such a manner as the Supreme Court's reversal. It is believed by the Supreme Court's decision did not deal with the technical merits of the case but on rules of law.

"The radio world has never had any doubt," said Major Armstrong, "who was the inventor of the regenerative circuit. Scientists, during the past nine years, I have been identified in my courts on questions of law or fact in this country. In all the time I have never just this court answer to have the decision court issues a score with multiplied knowledge of the subject it mentioned the technical of the in Court also."

"The decision of the U. S. Circuit Court of Appeals seems to carry conflict with decisions of the Court of Appeals of the District of Columbia and the Court of Appeals of the Third Circuit and of which the Hull Court decided in the relationship of the 'feedback' to the invention. This invention is regarded in particular as the of discovery which the "the modern radio", a fundamental to the Radio Corporation of America and Zenith.

"Although the United States Supreme Court affirmed the decision of the Third Circuit, the validity of the judgment of the Second Circuit was not in question, in its affirmance the Supreme Court did not decide the merits of Arm, but made its decision to matters of law peculiarly applicable to Zenith's case.

"It is anticipated that the Supreme Court, if asked, will grant a petition for a writ of certiorari and thereby clarify the situation so that the owners of the respective patent rights and the radio industry may know how to deal with the conflicting decisions.

"Radio Corporation of America is licensed under both the DeForest and Armstrong patents through agreements with American Telephone and Telegraph Company and Westinghouse Company."

Dr. Lee DeForest said that he was not informed as to the action involved, but that it had little significance.

"That question has been decided by the Supreme Court of the United States in my favor", Dr. DeForest said, "so this action must be merely a reversal on some minor angle of the patent litigation."

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RADIO TELEGRAPH INDUSTRY CODE AGREED UPON

Announcement was made by the National Recovery Administration of its agreement with the Telegraph Communication Industry covering minimum wages and maximum hours. This included also the radio-telegraph industry.

With the exception of certain specified classes of employees, the maximum week of work is fixed for all others at 48 hours averaged over a 4-week period. The excepted classifications are those in executive capacities receiving more than $35 a week, those engaged in emergency or maintenance work "making longer hours temporarily necessary to prevent interference with public service", commission salesmen, employees on cable ships, employees outside of continental United States, line patrol and repairmen in isolated places, employees including messengers in cities or towns or isolated places where there not more than three employees, exclusive of messengers, provided that the last two exceptions shall not total more than 10 percent of all employees. Service operations shall not be reduced below 52 hours per week, except where offices are temporarily opened to meet seasonal or emergency conditions.

The minimum wage rate is fixed at $15 per week in cities of over 500,000 population, graduated down to $14 a week in cities of between 2,500 and 250,000 population, and in towns of less than 2,500 population, wages are to be increased by not less than 20 percent, provided this increase does not make wages in excess of $12 a week. The minimum wage fixed allows a differential of $1 a week in favor of the South. Salesmen, employees on cable ships and messengers whose zone rates are not to be reduced, are not included in these minimum figures.

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WBAL INTRODUCES NEW HIGH CAPACITY CROWN

In keeping with this "Century of Progress", Station WBAL, of Baltimore, reports that it has recently improved its service 200 per cent with the development of a new "High Capacity Crown". Frederick R. Huber, Director of WBAL, gives the details of the reconstruction of WBAL's transmitting station through which he declares this 10,000 watt broadcaster is actually realizing the radio engineer's dream - perfect transmission.

"When the original WBAL transmitting station was installed in 1925, it embodied the most modern ideas in radio engineering at that time", Mr. Huber said. "However," he continued, "the past eight years have brought many technical changes in radio transmission methods, many of which show such a radical departure from the old engineering ideas that WBAL felt it was no longer being fair to its listeners to continue in the old methods, the primary aim having always been to give the radio public the very best service, in transmission as well as in programs. With this idea solely in mind, we decided several months ago to re-locate our transmitting station 12 miles closer to Baltimore and to install a Vertical Type Antenna System, which experiments have found the most efficient type of modern radio equipment. One of the features of which we are justly proud is the 'High Capacity Crown' which tops the Vertical radiator; this unique development, which is being used for the first time in the entire country, is the produce of WBAL's own research laboratory, having been designed and developed by G. W. Cooke, Chief Engineer. The new WBAL has improved its service 200 per cent, its signal being strikingly clear and powerful."

As the most important part of a radio station is the antenna and radiating system, the design of which determines how much of the energy supplied by the transmitter actually reaches listeners through their radio receiving sets and also how far from the transmitter fading of signals begins, the aim has been to obtain the ideal type of antenna, which is a vertical conductor freely supported in space. Due to the fact that steel tower supports have a strong tendency to absorb and distort the radiation pattern produced by the antenna, it was decided to use wood as the supporting structure for the antenna conductor. However, the design of a wood mast, 200 feet high, was quite complicated and much original work was done to obtain a mast of these proportions.

The masts at WBAL are built of square wood timbers all of which are 20 feet long, four timbers arranged to form a square 24-inch cross section at the base of the mast and a 20-inch cross section at the top 200 feet from the ground. The timbers are cross bolted and the joints staggered with the result that quite a rigid structure has been secured. Steel guys pulling four ways are arranged in three sets up the pole to hold it erect. These guys are insulated into 25-500t sections by porcelain insulators to eliminate absorption of the radiation.

WBAL INTRODUCES NEW HIGH FIDELITY SOUND

In keeping with their "Quality of Programs", Station WBAL, of Baltimore, recently had it too recently improved its service 500 watt unit with the development of a new high fidelity transmitter. Frederick R. Huber, Director of Fun, guided the installation of the reconstruction of WBAL's transmitting station, which he declares this 10,000 watts transmitter is actually exhibiting the radio engineer's dream - perfect transmission.

"When the original WBAL transmitting station was installed in 1928, it included the most modern items in radio equipment at that time", Mr. Huber said yesterday, "as continued, "the past eight years have brought many technical changes in radio transmission methods, most of which have quite departure from the old engineering ideas. Therefore it was no longer being fair to use listeners to continue in the old method, the primary aim being always benefiting the radio public the very best service, in transmission as well as in programs. With this idea solely in mind, we have completely rebuilt the Loose-Lux transmitting station 3 miles out to Baltimore and to install a Western Electric Co. Inc. experiments have found the most efficient of modern radio equipment. One of this feature of radio equipment, only found in the high fidelity Crown which high-fidelity radio, this unique development, which is being used for the first time in the radio industry, is the product of WBAL's own research laboratory having been designed and developed by Mr. H. Crow, Chief Engineer. The new WBAL has improved its service 500 watt unit, its signal more sparkling clear and powerful."

As the most important particularly which is the antenna and radiating power, the design determined by much of the energy supplied by the transmitter actually reaches listeners through their radio receiving sets also for the tremendous feeling of signals reaching the air has been to obtain the ideal type of antenna, which is a vertical conductor freely supported in space. But in the first place steel tower concrete here a strong reasons [illegible] distract the [illegible] pattern produced by the antenna, it was decided to use wood as the supporting structure for the antenna conductor. However, the design of a wood mast, 500 feet high, was quite complicated and such original work was done to obtain a mast of these particulars.

The mast is WBAL's unique 4 square wood mast, all of which are 50 feet long. Four timbers arranged in form a square diagonal cross section at the base of the mast and a 20-inch cross section at the top 500 feet from the ground. The timbers are cross braced and the joints secured with the result that quite a rigid structure has been secured. Special insulators are arranged in three sets in the mast towards different. These are insulated lines on-off sections by providing insulators to eliminate short-circuit on the radiation.

The antenna consists of a 3/4 inch copper tube carried vertically up the mast by large stand-off insulators to a height of 150 feet. At this point there are four wires connected which extend up the remaining 50 feet to the 20-foot cross arms at the 200-foot elevation. At the end of each cross arm there is a large copper arch 20 feet in diameter connected to the antenna to form the "High Capacity Crown" to the vertical radiator.

The "High Capacity Crown", Mr. Cooke, its inventor, believes plays an important part in the antenna design to minimize the high angle sky wave radiation and thus strengthen the ground wave radiation. This eliminates fading of signals over a much greater territory around the station and results in a stronger and steadier signal in the service area of the station. The "High Capacity Crown", plus the vertical radiator, gives results equivalent to the high steel tower radiators now being used by three of the largest stations in the United States, while the use of wood instead of steel as a supporting medium still further increases the efficiency of WBAL, according to Mr. Huber.

Because of possible interference to air travel, the masts at WBAL's new transmitting station have been colored black and orange in alternate stripes, and for night flying a large rotating beacon throws a four million candlepower red beam around the vicinity of the antenna and transmitting station.

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UNION MUSICIANS TO OPPOSE CODE

When the code for the broadcasting industry comes up for a hearing before Sol Rosenblatt, NRA deputy administrator, the American Federation of Musicians are expected to ask that a clause be inserted banning phonograph records for broadcasting unless used for incidental effects. They will declare that phonograph records come under the head of unfair competition.

Argument that the union plans advancing is that the heavy use of phonograph disks not only keeps musicians out of work but is unfair to those stations that maintain a staff of instrumentalists through all hours of the broadcasting day. The Union musicians will contend that the smaller stations use phonograph records for anywhere from 30 to 100% of their programs.

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MEXICAN AGREEMENT DETAILS OUTLINED

The Radio Commission has issued a seven-page mimeographed statement setting forth the items on which agreement was reached at the North and Central American Regional Conference held at Mexico City. It explains in detail the recommendations submitted unanimously to their various governments. This includes services other than broadcasting and the distribution of frequencies to the latter services; a table of assignable frequencies based on radiotelegraph emission; also a tolerance table, definitions of terms, etc.

A copy of this document may be had upon request to Mr. Franklin Wisner, Press Representative, Federal Radio Commission, 18th and E Streets, N. W., Washington, D. C.

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WILL BROADCAST BLUE EAGLE SCREAM

It is reported to be in the scheme of things of Station WJSV in Washington to really put the scream of a blue eagle on the air after the broadcasters have been granted the Blue Eagle privilege. It is an easy matter for merchants and others to display the Blue Eagle poster but the question is said to have arisen as to how a station could broadcast it.

Apparently the answer was found in Percy Patrick Posey, a bird and animal imitator, who is now said to spend considerable time in the Washington Zee listening to the blue eagles. WJSV, according to current report, plans not only to put Posey on the air with his imitation but to have an electrical transcription made and put the Blue Eagle cry on at the beginning and end of the day's broadcasting.

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WKBF, INDIANAPOLIS, IS ADDED TO NBC NETWORK

WKBF, Indianapolis, was welcomed into the National Broadcasting Company network last evening (August 31). Meredith Nicholson, Indiana novelist and newly appointed Minister to Paraguay, and Frederick Landis, well known Hoosier editor spoke.

Joseph Littau's orchestra featured selections by Cole Porter, a Hoosier by birth, including numbers from "Fifty Million Frenchmen" operetta, "Monsieur Beaucaire", based on the novel of the same title by Booth Tarkington, Indiana author.

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NO LABOR DAY ISSUE

Because of the closing of the Federal Radio Commission and Government Department on Labor Day, there will be no issue of the HEINL RADIO BUSINESS LETTER on TUESDAY, SEPTEMBER 5, unless something of especial importance should transpire.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(September 1,1933)

KFWI, Radio Entertainments, Ltd., San Francisco, extension of authority to remain silent for 30 additional days from August 31st; WNYC, City of New York, Dept. of Plant & Structures, New York City, authority to operate from 8:30 to 10 P.M. EDST, Sept. 4, 1933; WESG, Cornell University, Elmira, N. Y., extension for the month of September of special authority to reduce hours of operation to specified; WSOC, WSOC, Inc., Charlotte, N. C., modification of C.P. approving transmitter and studio sites; extending commencement date to 10 days from this date and completion date to 70 days from this date; WQDM, A. J. St. Antoine & E. J. Regan, St. Albans, Vt., C.P. to make changes in equipment; WJBW, Chas. C. Carlson, New Orleans, La., C.P. to move transmitter and studio locally; WCAE, WCAE, Inc., Pittsburgh, Pa., modification of C.P. to install vertical radiator.

Also, WOS, Missouri State Marketing Bureau, Jefferson City, Mo., modification of license to change name to Missouri State Highway Patrol; WSB, The Atlanta Journal Co., Atlanta, Ga., authority to determine power by direct measurement; WSB, The Atlanta Journal Co., Atlanta, Ga., license, covering increase in power, installation of new equipment and move of transmitter, 740 kc., 50 KW, unlimited time; WORC, Alfred Frank Kleindienst, Worcester, Mass., extension of special experimental authority to operate on 1280 kc., with 500 watts power, from September 9 to 90 days thereafter; WGCM, Great Southern Land Co., Gulfport, Miss., authority to remain silent from October 1 through Dec. 29, on account of business conditions; WBAL, Consolidated Gas & Electric Light & Power Co., Baltimore, Md., extension to Sept. 10 on special temporary authority to operate auxiliary 1 KW transmitter at new site; WAGM, Aroostook Broadcasting Corp., Presque Isle, Maine, special temporary authority to operate from 10 to 11 A.M. and 1 to 4 P.M. EST, on Sept. 5, 6, and 7; WCAX, Burlington Daily News, Inc., Burlington, Vt., special temporary authority to operate from 8:30 P.M. to 12 midnight, EST, Sept. 5.

Also, Aeronautical Radio, Inc.: KGTF, Fort Worth Texas, C.P. to move transmitter from Dallas to Fort Worth; KGTT, Cheyenne, Wyo., C.P. to increase power from 50 to 100 watts; WPFV, City of Pawtucket, Pawtucket, R. I., license for police service, 2470 kc., 50 watts; WPGB, City of Port Huron, Port Huron, Mich., license for police service, 2414 kc., 50 watts.

Also, Superior Portland Cement, Inc., View Cove, Alaska, C.P. for fixed public point-to-point tel. service, 3092.5 kc., 50 watts; City of Albuquerque, Albuquerque, N. Mex., C.P. for police service 2414 kc., 50 watts; KIGW, Iowa Broadcasting Co., Portable on truck, broadcast pickup license, 2390 kc., 20 watts; WPF, United States Liberia Radio Corp., Akron, Ohio, modification of C.P. to extend completion date to Sept. 5, 1933; Pan American Airways, Inc.: WMDU, San Juan, P. R., modification of two licenses for additional frequency 5375 kc., and modification of frequency range of transmitter, aviation aero. license and aviation aero. pt. to pt. license; KGJW, Brownsville, Texas, modification of license (aviation) for additional frequency 5357, same for aviation aero. pt. to pt. license.

Miscellaneous

City of Atlantic City, N. J., granted permission to intervene in application of WLWL, New York, for modification of license so as to operate full time on 1100 kc., Station WPG now operates on that channel. Atlantic City is the owner of the equipment and property of WPG, which has been leased to WPH Broadcasting Corp., licensee of WPG. (Set for hearing Sept. 6; WHDL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., denied special authority to operate until 8 PM during September and Oct.

Applications Dismissed

The following cases, heretofore set for hearing, were dismissed at request of applicants: WKZO, WKZO, Inc., Kalamazoo, Mich., modification of license 250 w.1 KW LS, 590 kc., unlimited time; WPTF, WPTF Radio Co., Raleigh, N. C., modification of license 680 kc., 1 KW, unlimited time; WJAR, The Outlet Co., Providence, R.I. modification of license 890 kc., 500 w., unlimited time; WMT, Waterloo Broadcasting Co., Waterloo, Iowa, modification of license 600 kc., 500 w., 1 KW LS, unlimited time.

Oral Argument Granted

Oral argument, before the Commission en banc, will be held on October 11, 10 A.M. involving stations WIP, WFI and WLIT in Philadelphia.

Set For Hearing

KFEQ, Scroggin & Co. Bank, St. Joseph, Mo., modification of license to change hours of operation from daytime to local sunset to: 6 A.M. to 7 P.M. and operate during night hours with 2½ KW power Central Broadcasting Co., Davenport, Ia., C.P. 1310 kc., 100 watts, unlimited time (facilities of WIAS); The Journal Co. (The Milwaukee Ellis, Wis., C.P. 900 kc., 1 KW night, 2½ KW day (facilities of WHA and WLBL, to consolidate WHA and WLBL into new station); Frank Wilburn, Prescott, Ariz., C.P. 1500 kc., 100 watts, unlimited time (facilities of KPJM); KIEM, Harold H. Hanseth, Eureka, Cal., modification of license to increase daytime hours to unlimited using same power as now licensed 100 watts (facilities KFWI).

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HEINL RADIO BUSINESS LETTER

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No. 654

WOULD MEET MEXICO'S PROPOSED POWER INCREASE

The motive which caused Federal Radio Commissioner Harold A. Lafount to move to rescind the regulation which limits the number of 50 KW stations to four for each Zone, it is learned on excellent authority, was his apprehension over unprecedented power increases which Mexico contemplates. The failure of the North American Radio Conference at Mexico City has left that country free to run wild on power if it desires to do so.

Mr. Lafount's proposal, as a preliminary move to meet the Mexican situation, would make it possible to increase the number of 50 KW stations in the United States to 40, or eight to each of the five Radio Zones, if there is an inclination on the part of American broadcasters to increase their power to this extent.

The motion of Mr. Lafount was referred to the Legal and Engineering Division of the Commission. He expressed the opinion that it had a good chance for approval finally by the Radio Commission.

There are at present twenty 50 KW stations in this country, or under construction, with an aggregate of 1,000,000 watts power. This seems to be a good deal until we turn to Mexico where we see, according to the best information available in Washington, that seven of their stations alone, either under construction or proposed, represent 2,450,000 watts power.

Quite a point has been made, and rightly so, about the proposed 500,000 watts station WLW now being constructed by Powel Crosley at Cincinnati, also a station of equal power said to be operating in Russia, but glance over this proposed list of Mexican stations and their authorized power:

XEN, Matameros, 660 kc., 150,000 watts; XEM, Matameros, 660 kc., 500,000 watts; XEF, Villa Acuna, 665 kc., 500,000 watts; XET, Monterey, 690 kc., 500,000 watts; XER, Villa Acuna, 735 kc., 500,000 watts; XETM, Matameros, 845 kc., 150,000 watts; and XENT, Nueva Laredo, 1115 kc., 150,000 watts.

The 50 KW stations now operating, or under construction in the United States, are:

WSM, Nashville, Tenn.; WEAF, New York City; KPO, San Francisco, Cal.; WLW, Cincinnati, Ohio; WOR, Newark, N. J. (construction permit); WGY Schenectady, N. Y.; WFAA and WBAP, Dallas and Fort Worth, Texas; WCCO Minneapolis, Minn.; KOA, Denver, Colo. (construction permit); WABC, New York City; WENR and WLS, Chicago, Ill.; KDKA, Pittsburgh, Pa.; WOC-WHO, Davenport and Des Moines, Ia.

WOULD LIFT RADIO'S PRESENT POWER LIMITS

The motive which caused Federal Radio Commissioner Harold [illegible] to move to repeal the regulation which limits the number of AM stations to four per each zone, it is learned in Washington [illegible], was his appreciation over unnecessarily power increases [illegible] Mexico contemplates. The failure of the North American Radio [illegible] Mexico City has left that country free to run wild in [illegible] if it desires to do so.

Mr. Sykes's proposal, as a preliminary move to move the [illegible] situation, would make it possible to increase the number of [illegible] stations in the United States to 60, or eight to each of the [illegible] Radio Zones. If there is an invitation on the part of American [illegible] manufacturers to increase their power to this extent.

The notion of Mr. Sykes's was referred to the Legal and [illegible] Division of the Commission. He expressed the opinion [illegible] it had a good chance for approval finally by the Radio Commission.

There are at present twenty-[illegible] AM stations in this country, [illegible] broadcasting, with an aggregate of 7,000,000 watts power, [illegible] seems to be a good deal left to run to twelve times as [illegible] to the most informative available in Washington, that [illegible] of their existing plans, direct radio communication is [illegible] over 2,500,000 watts power.

Quite a point has been made, and rightly so, about the [illegible] 500,000 watts station AM now being constructed by Yankee [illegible] as 0 watts, plus a station of equal power said to be [illegible] in Texas, not counting the proposed list of Mexican [illegible] and their authorized power.

XEW, Mexico, 150 kc., 150,000 watts; XEO, [illegible] kc., 500,000 watts; XEB, Villa Juarez, 800 kc., 500,000 watts; [illegible] Monterrey, 880 kc., 300,000 watts; XEN, Villa Juarez, 730 kc., [illegible] 500 watts; XFFM, Matamoros, 880 kc., 150,000 watts; [illegible] Laredo, 1110 kc., 150,000 watts.

The 22 AM stations now operating, or under construction [illegible] United States, are:

WSM, Nashville, Tenn.; WSAI, New York City, 610 kc. [illegible] Cal.; WLW, Cincinnati, Ohio; WGN, Chicago, Ill. (construction [illegible]); WOR, Schenectady, N. Y.; WFAA and KRLD, Dallas and [illegible] Texas; KTCO, Alameda, Calif.; KFI, Denver, Colo. [illegible] permission pending); WHAS, New York City; WTAM and WJR, Cleveland, [illegible] KDKA, Pittsburgh, Pa.; WOW-KFAB, Omaha, Nebraska and Des Moines, Ia.

WTIC, Hartford, Conn.; WTAM Cleveland, Ohio; KMOX, St. Louis, Mo., KSL, Salt Lake City, Utah; WCAU, Philadelphia, Pa., and WOAI, San Antonio, Texas.

"You talk about power", Commissioner Lafount said with considerable animation, "all 20 of our highest powered stations only come to 1,000,000 watts, whereas the 7 new stations said to be authorized by Mexico would total two and a half times that much. If we made it possible to have eight 50 KW stations to each Zone, there would be a chance of our increasing the number of this class to 40, just double the number that we have now. Even that would only bring the wattage of these particular stations up to 2,000,000 which would still be way behind Mexico."

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GOES TO WASHINGTON TO INTRODUCE FIRST LADY

M. H. Aylesworth, President of the National Broadcasting Company, went to Washington to introduce Mrs. Franklin D. Roosevelt who, in turn, introduced John Martin, children's writer, over the NBC Wednesday night (Sept. 6).

Although the broadcasting company would have been glad to pick up Mrs. Roosevelt's remarks at the White House, the First Lady of the Land, desiring to inconvenience them as little as possible, went to the studios of Station WMAL, in Washington, for the broadcast.

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CONVENTION TO CONSIDER REALLOCATION

Whether any great amount of reallocation is necessary at the present time, in view of the failure of the Mexican Conference, will be discussed at the National Association of Broadcasters' Conference at White Sulphur Springs, West, Va., October 8th.

The Federal Radio Commission is also giving the matter of reallocation considerable attention at this time.

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BROADCASTERS' CODE HEARING PROBABLY BRIEF

The indications are that the public hearing on the Radio Broadcasting Industry Code to be held in Washington Wednesday, September 20, will not be lengthy. One guess was that it might easily be concluded in a half-day. Philip G. Loucks, Managing Director of the Broadcasters, said that the reaction to the Radio Code, so far as he had heard, had been favorable and complimentary.

A friendly attitude was shown by the National Recovery Administration in a notation in connection with the announcement of the public hearing which read:

"The broadcasting industry generally has not only come under the Blue Eagle but at considerable cost to itself has rendered exceptional public service along with the press by carrying to the public vital information concerning the N.R.A. campaign, it was pointed out by the Administration."

Representing the industry at the hearing on the 20th will be the Code Committee whose members are: Representing the National Association of Broadcasters - Alfred J. McCosker, President, and Mr. Loucks; Networks - Frank M. Russell, NBC, and Harry C. Butcher, Columbia; Clear Channels - G. A. Richards, WJR, Detroit and Quin Ryan, Station WGN, Chicago; Regional Channels - John Shepard III, WNAC, Boston, and Leo Tyson, KHJ, Los Angeles; and Locals - John Elmer, WCBM, Baltimore, and I. Z. Buckwolter, WGAL, Lancaster, Pa.

Sol A. Rosenblatt, Deputy Administrator of the NRA will preside at the hearing which is to be held in the Caucus Room of the newly completed office building of the House of Representatives at the Capitol. The NRA will also have present a Labor Advisor, an Industrial Advisor, and a Consumer Advisor. These are yet to be appointed.

At the hearing not only will the broadcasters be given an opportunity to be heard but any other interested group, such as labor. The music publishers, for instance, it is said, will endeavor to have phonograph records for broadcasting purposes barred and in this are expected to have the support of the Union musicians.

Based upon what develops at the hearing, necessary revisions of the Code will doubtless be made by Deputy Administrator Rosenblatt and any others he desires to call in from the radio industry or elsewhere for consultation.

Under the Code, presented by the National Association of Broadcasters, which was said to represent 82 percent of the volume of business done by the industry and 42 percent of the radio stations, maximum work-week would be 40 hours for most employees, 48 hours for radio operators and control men. Minimum wages provided are $20 a week for "broadcast technicians" and announcers

and program production employees in large stations, and $15 a week in those employing not over 10 people. All other employees will receive minimum wages graduated from $12 to $15 according to the population of the city.

Printed copies of the proposed Code of Telegraph Communications Industry, including radio telegraphers are now available at the National Recovery Administration.

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BROADCASTING INDUSTRY NOW UNDER BLUE EAGLE

The Broadcasting Industry is now under the Blue Eagle with the exception of a few stations, Philip G. Loucks, of the National Association of Broadcasters declared.

"Practically all of the broadcasters have signed up", he added.

Among those who were early to affix signatures to the President's Reemployment Agreement were the NBC and Columbia.

As a preliminary to the NRA parade in New York, a mammoth flag bearing the emblem of national recovery will be raised with appropriate ceremonies atop the new RCA building in Radio City on Monday, September 11 (WEAF - 10:45 a.m. E.S.T.).

The RCA building, whose 70 stories tower more than 800 feet above Fifth Avenue between West 49th and West 50th Streets, and which will be the new home of the National Broadcasting Company, was selected to display the biggest Blue Eagle because of its prominence on the upper mid-town skyline.

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AGRICULTURAL RADIO PROGRAM MANAGER WANTED

Applications for the position of agricultural radio program manager to fill a vacancy in the Office of Information, Department of Agriculture in San Francisco, Cal., must be on file with the U. S. Civil Service Commission at Washington, D.C. not later than October 12th.

The entrance salary ranges from $3,800 to $4,600 a year, less a deduction of not to exceed 15 per cent as a measure of economy and a retirement deduction of 3-1/2 per cent.

Applicants must have been graduated in agriculture or agricultural journalism from a college or university of recognized standing; and, in addition, must show at least three years of experience in preparing, managing, and broadcasting agricultural radio programs.

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BROADCASTERS-COMPOSERS SUIT TO BE BATTLE OF CENTURY

Although filed in an unexpected quarter and with very little beating of the tom-toms, the suit of Station WIP, of Philadelphia, filed in the U. S. District Court at New York, to dissolve the American Society of Composers as a violator of the Federal Anti-monopoly laws, will be the battle of the century insofar as the two industries are concerned.

It was a surprise move on September 1st, the day an increase of copyright fees from 3 to 4 percent on all stations went into effect. The action followed a long and careful study of the situation by Newton D. Baker, former Secretary of War, whose firm has been especially retained by the National Association of Broadcasters for the copyright fight. Also behind Station WIP and I. D. Levy, of Philadelphia, in the Court procedure is Oswald F. Schuette, Copyright Director of the National Broadcasters, who for a long time has been endeavoring in different ways to secure the aid of some one of the Government agencies in the broadcasters' effort to secure a reduction of copyright fees.

The suit is based on the copyright contract which Station WIP charges that it was compelled to sign as part of ASCAP's attempt to interfere with interstate commerce. This is the standard form of copyright contract exacted by the Composers from practically all broadcasting stations. The Federal Court is asked in the suit to disband the Society as an illegal combination and to declare void the contracts between that organization and its members and to enjoin its members and officers from interfering with interstate commerce by bringing infringement suits.

In the plaintiff's bill of complaint, it was set forth that the membership of the Composers comprises 107 music publishers, including practically all of the leading publishing houses in the United States, and approximately 700 composers of popular and classical music. The ASCAP "constitutes a conspiracy in restraint of trade and the object of the Society is to fix prices and to monopolize and control for the benefit of its members the public performance of all forms of musical entertainment", according to the bill of complaint.

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Radio will have an important part in the National Electrical Exposition at Madison Square Garden in New York beginning Wednesday, September 20th. This will be a complete display and will take the place of the Radio World's Fair or annual Fall radio show in the metropolis. The Electrical Show and Radio Exposition will last for ten days.

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PROVENSEN GOES OUT ON HIS OWN

It is with considerable regret that those in radio circles in the National Capital are saying good-bye to Herluf Provensen, Assistant Manager of the National Broadcasting Company's two stations WRC and WMAL, in Washington. Mr. Provensen will be the Manager of Station WLBW, at Erie, Pa. This is a Columbia station and Mr. Provensen was sought by its owners, the Pennsylvania Telephone Company and the Quaker State Oil Company, to accept the position.

Mr. Provensen, a native of Denmark, with a fine education, joined WRC in the Fall of 1929, as an announcer. He came into his greatest fame during the Hoover administration as a Presidential announcer. He was probably the first man in this country to travel with the President for the sole purpose of making Presidential announcements. Mr. Provensen, in this capacity, had the distinction of announcing over both chains.

His work was outstanding, and as a result of this, he was promoted to be Assistant Manager of the two NBC Washington stations under K. H. Berkeley.

Mr. Provensen's brother, Marthin, also gained considerable fame in the radio world first as an NBC announcer and later at WTAM, Cleveland, and KPO, San Francisco.

WLBW is the only station in Erie and of 500 watts power. Mr. Provensen assumes his new duties September 18th.

Fred Shawn, an announcer, will succeed Mr. Provensen as NBC's Assistant Manager. Mr. Shawn, 27 years' old, is a native of Idaho. In college in California, he organized a quartet which was heard as a Franchon and Marco unit and in shorts. When Shawn was a member of the "Follies" company playing Cincinnati, he accepted a position as announcer and soloist at WLW, Cincinnati, and last December went to WRC in Washington.

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MARCONI TO BE WORLD'S FAIR GUEST

Following a fake alarm sometime ago of a prospective visit, definite plans are under way for the reception of Marchese Guglielmo Marconi, inventor of radio, as a guest at "Marconi Day", at the Century of Progress in Chicago on October 2nd.

David Sarnoff, President of the Radio Corporation of America, who is now in Europe, a close personal friend of Marconi's, extended the invitation.

Marchese and Marchesa Marconi will sail for New York on the Conti di Savoia on September 22nd. Their last visit here was at the time of the International Radio Conference in Washington in 1927.

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EMERGENCY STATION LIKELY FOR BROOKLYN TRANSIT COMPANY

A favorable recommendation having been made by George H. Hill, Examiner, it seems likely that the Federal Radio Commission will approve the application for the Brooklyn & Queens Transit Corporation to construct an emergency broadcasting station which would be especially valuable in case of accidents, fires and broken wires.

The Corporation reported that in carrying 445,000,000 passengers during the year, there are sixty to eighty accidents daily and on an average of three deaths a month.

As it is now, the Corporation has four emergency trucks fully equipped and located at central points. When an accident occurs, the central office is notified by telephone and one of these trucks is sent to the scene of the accident. This requires approximately 30 minutes. However, the time varies according to the distance from a telephone, amount of traffic and the number of accidents. It sometimes happens that part or all four of the trucks are out at the same time, thus causing a delay in getting one of the trucks to the scene of the accident. With radio, communication would be instantaneous and regardless of where the trucks were, they would be constantly in touch with headquarters.

The route mileage of the trolley system in Brooklyn and Queens is approximately 320 miles and of the bus system 76 miles.

The equipment to be used in the operation of the new station and the cruisers will be supplied by the RCA Victor Company Inc.

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FAKE FAN MAIL BUREAUS INCREASE

There is reported to be an increase in the number of bureaus guaranteeing fan mail at so much a hundred or thousand.

An analysis reveals that performers themselves have, by comparison, been insignificant in their patronizing of these mail padding services. Practically all the support has come from station representative, ad agency, or other sources, according to "Variety".

"Efforts made to impress the advertiser with the response his program is getting are, as a rule, resorted to by the less scrupulous in the broadcast trade as a pulmotor to save the account It's on the sample and give-away angles of a program that the mail-bag stuffing bureaus get the major portions of thier play", the magazine concluded.

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COMMISSION GOES AFTER AIR PIRATES

Col. Thad H. Brown, Vice-Chairman of the Federal Radio Commission, has returned to his desk after an extended inspection trip of the field forces. While in Texas, Colonel Brown referred to the Federal district attorneys 12 "Air Pirates" cases charging individuals with the operation of radio broadcasting stations without a license from the Federal Radio Commission. He has just been informed that the first Texas case is to be presented to a Federal grand jury at Amarillo on September 18, and the other cases will follow in short order.

The Department of Justice has assigned an investigator to assist the district attorneys and the radio inspectors in obtaining evidence for the successful prosecution of these cases.

Colonel Brown received a telegram informing him that all but 4 of the unlicensed radio stations in west Texas have ceased operation as a result of the mobilization of the Government forces in its campaign to clear the atmosphere of all "Air Pirates". Colonel Brown intends to continue the fight against unlicensed stations, and points out that the Radio Act provides a fine of $5000 or imprisonment of five years, or both, as the penalty for the operation of an unlicensed radio station.

Already the Department of Justice, with the cooperation of the Commission, has obtained several convictions on charges of operating unlicensed stations, a notable case being that of George W. Fellowes, of St. Louis, Mo. Fellowes was sentenced to 1 year and 1 day in prison. When it developed he was an alien, he was deported.

Colonel Brown also inspected several monitoring stations and conferred with inspectors in charge of a number of radio districts.

With the return of Commissioners Brown and Starbuck, there is now present the full membership of the Commission in Washington, the first time since last July.

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JAPANESE DEVELOP RADIO ALARM

A novel burglar alarm which may also be used as an advertising device is claimed to have been developed by a Japanese firm, according to Assistant Trade Commissioner Donald W. Smith, Tokyo, in a report to the Department of Commerce.

The new device, which is called the "Radio Alarm", operates from the electric capacity contained in the human body.

The delicate apparatus of the machine immediately starts an alarm ringing, switches on the electric lighting system or automatically fires a gun when a person comes within the range of the device.

The "Radio Alarm" may also be used in connection with advertising displays in shop windows. A dark window may be suddenly illuminated when a pedestrian approaches. The merchandise within the shop window may be caused to move, and advertising signs made to flash on and off.

The new device is small and compact, the entire apparatus being contained in a case $10\frac{3}{4}$ x $7\frac{3}{4}$ x 17-3/8 inches. Its makers claim that it is durable and requires no extra attention after installation. The device does not operate from the electric current supply and it is claimed that it never fails to operate.

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CANADIAN STATION CLOSED BY COMMISSION RESTRICTIONS

CFCA, operated by the "Toronto Daily Star", and a pioneer station of Canada has permanently signed off following restrictions imposed by the Canadian Radio Commission. The trouble of CFCA, which was established in 1922, began when the Canadian Commission announced its policy of not permitting privately owned stations to use more than 100 watts power. CFCA, although owned by one of the leading newspapers of Canada, having a circulation of 225,000, found itself bucking a 5,000 watts power governmental station in Toronto.

In addition to that, through Government grants and proceeds from radio owners' licenses, the Government station had no financial worries with a result that CFCA, not being allowed sufficient power for adequate coverage and seeing no future, finally gave up the ghost.

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DENMARK NEW MACKAY KEY

The Mackay Radio and Telegraph Company has been granted a modification of license to add Denmark as a primary point of communication.

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BUSINESS LETTER BRIEFS

John F. Ditzell, Asst. Vice-President and General Sales Managed, stated that the recent three-day Majestic convention was the largest in point of attendance of any one meeting since 1930. Distributors from all over the United States and many foreign countries were represented. "In addition", stated Mr. Ditzell, "orders for approximately 50,000 units were placed for immediate shipment, representing the largest commitment received at any one meeting during the past three years."

Erno Rapee will make his Columbia radio debut conducting a symphony orchestra of fifty musicians October 1, when he inaugurates the new series of "Bath Club" reviews, sponsored by the makers of Linit, and broadcast over more than fifty stations.

Three daily attendance records for visitors were broken at the Chicago NBC studios a week ago. The new totals: 2,803 handled by the day page force; 2,605 shown through by the night force; 5,408 for both day and evening.

Postal Telegraph Co. has signed and put into effect provisions of the President's Reemployment Agreement with the substituted provisions of the proposed code for telegraph communication companies which were approved by the NRA. Simultaneously with the signing of the code by Postal Telegraph, Commercial Cables, Commercial Pacific Cables, Mackay Radio and All America Cables also signed and put the provisions into effect. Today every unit of the International Telephone and Telegraph Corporation operating in continental United States is either under an industry code or under the President's blanket agreement.

Vincent Callahan, Assistant to the NBC Vice-President in Washington, is planning a radio-run Treasure Hunt for Station WMAL similar to one at KSO, Des Moines, where 2,000 persons are said to have taken part.

Six or seven articles will comprise the "treasure". Their description and clews to their location will be broadcast at intervals during the hunt. The first half-dozen contestants to show up in the studio with all of the articles will be rewarded in cash. Names of the runners-up will be broadcast.

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DECIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Sept. 5, 1933)

WORC, Alfred F. Kleindienst, Worcester, Mass., extension of special experimental authority to December 1, 1933, to operate on 1280 kc., with 500 watts experimentally; Mackay Radio & Telegraph Co.: WJE, WID, WJX, WMZ, Sayville, N. Y., modification of license to add Denmark as primary point of communication; W1XA, Trustees of Tufts College, Portable in Massachusetts, renewal of special experimental license in exact accordance with existing license; KGVU, New York Alaska Gold Dredging Corp., P. O. Nyac, Lower Kuskokwim River Valley, Alaska, renewal of fixed public point to point telg. license in accordance with existing license.

Set For Hearing

Harold Thomas, Waterbury, Conn., C.P. for new station, 1190 kc., 100 watts, daytime only; Joseph S. Crawford & Leigh E. Ore, Erie, Pa., C.P. for new station 1420 kc., 100 watts, unlimited time; WHBY, WHBY, Inc., Green Bay, Wisc., C.P. to make change in frequency from 1200 to 1360 kc., change in equipment and increase in power from 100 watts to 1 KW, facilities of WGES, WLBL and facilities vacated by WJKS now WIND.

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MAJESTIC EXPECTS SEPTEMBER SET NEW RECORD

The Grigsby-Grunow September schedule is 60% greater than that of August. "Over 41,000 radio sets were shipped in the month of August", said Le Roy J. Williams, Vice-President of the Grigsby-Grunow Co, "the largest August shipment since 1929.

"Our tube plant is now operating on night and day shifts, and our set plant goes on a similar basis September 6th. These operations will give employment to a total of 4,000 employees, working under the increased wages of the administration's NRA banner."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF SEPTEMBER 12, 1933.

No. 655

NO ENTHUSIASM OVER NRA BROADCASTERS' LABOR ADVISOR SELECTION

There were no cheers from the organized broadcasters over the appointment by the NRA of Edward Nockles, Secretary of the Chicago Federation of Labor, as Labor Advisor on the Broadcasters' Code. In fact, if the big broadcasters had had anything to say about it, Mr. Nockles, who has been more or less of a thorn in their sides, would probably been about the last man they would have chosen. Up to this time the National Association of Broadcasters' Code Committee had expected that the public hearing on the Code Wednesday, September 20, would be more or less of a routine matter and that the Code might be approved with few changes. With the possibility of Nockles as Labor Advisor occasionally throwing a monkey-wrench into the machinery, things may not go along so smoothly for the broadcasters.

Ed Nockles became a belligerent figure in the broadcasting field when he began his fight to secure a clear channel and 50 KW power for WCFL, the Chicago Federation of Labor station. While he hasn't secured a clear channel, WCFL now has what amounts to the same thing, unlimited time with only one other station on the channel and that one located on the Pacific Coast, KJR at Seattle.

Station WCFL, because of Nockles' efforts, has been authorized to increase its power from 1½ to 5 KW, and it is believed it can have 50 KW as soon as Nockles can raise enough money to build that size station.

Nockles, a fighting labor man and stormy petrel, has been known as one of "Mother Jones' boys", having been a close friend of the feminine leader and brought up on her doctrines. He is earnest in his efforts, very radical, and has always taken the part of the smaller and independent stations. The latter leads to speculation on the possible attitude he may have in the Broadcasters' Code on the proposition of barring phonograph records, a thing advocated by the music publishers and musicians, which it is claimed would put many of the smaller stations out of business.

The last spectacular appearance of Nockles in the broadcasting field was when he appeared along with Oswald F. Schuette as an intervenor in the complaint to the Federal Radio Commission against granting a renewal of licenses to NBC stations following the RCA suit at Wilmington.

A meeting of the National Association of Broadcasters' Code Committee will be held in Washington, Monday morning, September 18, at 10 o'clock. Stations desiring to present suggestions relating to the Code may do so either by appearing

personally at the Code Committee meeting, or by submitting the suggestions in writing.

A meeting of all members of the Radio Manufacturers, also non-members, for information and guidance in connection with their Code - which is that of the electrical manufacturers - is expected to be held at an early date. This follows a conference just held in New York which received a report of the RMA Committee which has been conferring with a Committee of the National Electrical Manufacturers' Association regarding administration of the Code.

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O. H. THINKS UP PRESIDENTIAL ELECTRON PENCIL IDEA

It took O. H. Caldwell, former member of the Federal Radio Commission, whose fertile brain appears to be second to none on earth when it comes to electrical publicity stunts, to think up the idea of having President Roosevelt open the New York Electrical and Radio Show from the White House Wednesday, September 20 by writing with a pencil of electrons.

The President's handwriting will be reproduced by the electronic telautograph on the fluorescent screens of a number of cathode-ray tubes in New York. At present some ten words can be seen on the fluorescent screen at one time. As the eleventh word is being written, the first has faded out.

One of the future applications of this device which suggests itself, is noiseless instructions to broadcasting artists.

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STORM-HIT RADIO STATIONS TO BE REPAIRED

The Public Works Administration has appropriated $22,525 to repair radio and radio compass stations damaged by the three-day storm which recently lashed the Atlantic Coast.

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personally at the Coin Identify meeting, or by submitting his suggestions in writing.

A meeting of all members of the Radio Broadcasters, Inc. co-members, for information was produced in connection with their Coin a which is back of the electrical [illegible] - is capable to be held as an early date. This raises a co-former just built in New York which provides a report of the committee which has been contacting with a committee of the National Electrical Manufacturers Association regarding modernization of the Coin.

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G. H. TUNIS IN PERSONAL ELECTRONS TRANS ZONA

In book G. H. Caldwell, former member of the Federal Radio Commission, whose twelve years absence is to account to lost on earth when it came to [illegible] electrical [illegible] to think up the idea of having [illegible] Equipment from the New York Electrical and Radio Show the Radio Corps Exchange, Publisher DC by writing with a [illegible] of [illegible].

The [illegible] Radio will be [illegible] by the electronic [illegible] in the Discovery [illegible] of a number of Radio-[illegible] [illegible] New York. At present [illegible] can be used on the Discovery [illegible] at one time. An [illegible] [illegible] [illegible] [illegible] [illegible].

One of the [illegible] applications of this [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible].

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[illegible]-DIT RADIO [illegible] TO BE REPAIRED

The Public Works Administration has [illegible] [illegible] to [illegible] Radio [illegible] [illegible] [illegible] [illegible] the [illegible] [illegible] [illegible] [illegible] [illegible].

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SWISS HAMSTRING POLITICAL BROADCASTERS

The Swiss Broadcasting Society and the Swiss Government have issued the following regulations in connection with political broadcasting:

1. Opposing views may be broadcast before each federal election provided that the two views are given on the same day, and that they follow each other immediately.

2. The duration of the two talks is limited to 60-70 minutes at the very most.

3. The two lecturers will interchange their manuscripts.

4. It is prescribed that the lecturer who speaks in favor of the project adopted by the Federal Chamber (the Swiss Congress) will speak last.

5. The opposing viewpoints must be given during the week preceding the election.

The Swiss Broadcasting Society is still studying the possibility of broadcasting controversial discussions of political, economic and other subjects of general interest. It seems that even in highly democratic Switzerland, free speech by radio is subject to severe limitations.

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CUPID CAPTURES TWO PRESIDENTIAL ANNOUNCERS

Romance invaded National Capital studios when on the heels of the revelation that Herluf Provensen, who gained fame as NBC Presidential announcer, was soon to be married, came the news that Robert Trout, Columbia Presidential announcer was to be married the next day. Thus it seems that Columbia does not intend to allow NBC to outdo it in anything.

Mr. Provensen, who later became Assistant NBC manager in Washington, will marry Miss Hester Beall, an NBC studio hostess, who it develops captured his heart some three years ago. The wedding will take place prior to his leaving the Capital to become thenew Manager of Station WLBW at Erie, Pa.

Mr. Trout married Miss Margaret Burt of the Mayflower Hotel in Washington. He was formerly connected with the old station WJSV in Washington, has done very satisfactory work at the White House, and is highly regarded personally by President Roosevelt, just as Mr. Provensen was by President Hoover.

Provensen and Trout, who probably are personally acquainted with as many statesmen as any two men in the broadcasting industry, are likewise extremely popular among their colleagues. They were considered two of the most hardened radio bachelors and the ease with which they capituated to Cupid came as a complete surprise.

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NO ACTION TAKEN IN WMCA CASE

No action was taken by the Federal Radio Commission at its meeting Tuesday (September 12) in the case of the leasing of Station WMCA by Donald Flamm to the Federal Broadcasting Company, of which former Governor Alfred E. Smith, of New York, is the Chairman.

The question of approval of the deal has been passed to the Legal Division for an opinion which as yet has not been forthcoming.

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BOSTON TELEVISION COMPANY TURNED DOWN

The Federal Radio Commission has denied the application of the Shortwave & Television Corporation of Boston for an experimental license for Station W1XG. Likewise the Commission denied the application for renewal of a special experimental license of the Company's Station W1XAU, sustaining Examiner Elmer W. Pratt.

The Shortwave Broadcasting Corporation of Boston was granted an application by the Commission for an experimental relay broadcasting license for Station W1XAL. In doing this the Commission reversed the recommendation of Examiner Elmer Pratt.

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Station WOR now takes the automatic time-signal service via Western Union direct from the Naval Observatory in Washington.

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THINGS PICK UP FOR CROSLEY

Five hundred and sixty-one persons have been added to the payrolls of the Crosley Radio Corporation since August 1, Powel Crosley, Jr., President of the company, reports.

This increase of 39 percent during the past 25 days brings the total number of persons now employed by the Crosley corporation to 1,988. The Crosley company will pay its employees more than $160,000 in wages and salaries for August, Mr. Crosley estimated.

Production is being increased steadily and we expect, shortly, to be building between 2,500 and 3,000 units daily", Mr. Crosley stated.

The Crosley company at this time last year was manufacturing approximately 250 sets daily as compared with its current production of nearly 2,000. More than 250 percent more persons are now at work in the Crosley plant than were on its payrolls last August.

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STUDENTS REVEAL RADIO FAVORITES

A survey was made by Kermit Hewes among 1000 High School students in Belleville, N. J., as to the radio programs they liked best. The first question was:

"Who is your favorite radio performer?" Here is the High School reply: Eddie Cantor, Bing Crosby, Kate Smith, Jack Pearl, Guy Lombardo's Orchestra, Lowell Thomas, Ed Wynn, Rubinoff, Gracie Allen and Rudy Vallee.

The High School mind votes for the comedian as the most popular type of entertainer. Musicians are second, crooners third and commentators on current events are fourth. It is quite evident from the results of the questionnaire that girls listen more than boys. The girls are attracted by the romantic and sentimental broadcasts, while the boys favor humor and adventure. The dramatic broadcasts of life at Sing Sing by Warden Lawes had a greater appeal for girls than for boys, according to the Hewes survey.

Then this question was asked, "What programs are most beneficial in school work?" The answers were: "Lowell Thomas, 'The March of Time'; Edwin C. Hill, Boake Carter, French class; 'Roses and Drums' sketch; 'Great Moments in History', sketch; music; H. V. Kaltenborn's current events and history programs."

School subjects in which aid is received from radio include history and civics, problems of American democracy, music appreciation, French, English, public speaking, science, physical Education, German, Spanish and dramatics.

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ARMISTICE IN NEW ORLEANS RADIO FEUD

Newspapers and radio stations in New Orleans, long antagonistic because of alleged "pirating" of news by the stations, buried the hatchet last week to effect the return of Michael Pritchard, 16 year old son of Captain Arthur Pritchard, manager of Station WWL, who ran away from home because he had "failed school examinations."

A photograph in the New Orleans Item resulted in the boy being found in Opelousas, La., nearly 200 miles from New Orleans, 24 hours after he disappeared. Policemen in the Louisiana town recognized Michael from the three-column cut appearing in the Item and held him until Captain Pritchard arrived.

That night Station WWL, which had broadcast descriptions of the boy to no avail, thanked the Item over the air for the newspaper's cooperation.

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PACIFIC COAST NEWSPAPER ACQUIRES SECOND STATION

Having operated Station KGW in Portland, Ore. for some time, the Portland Oregonian, one of the best known newspapers on the Pacific Coast, has now acquired KEX, a second station in Portland from the National Broadcasting Company.

Because of the Oregonian's successful development of the Station, KGW is the better known of the two stations in the East, but as a matter of fact, KEX broadcasts with 5000 watts on a clear channel 1180 kilocycles, and is the most powerful station in the Pacific Northwest. KGW is on a regional channel, 620 kilocycles, and uses 1,000 watts.

Paul R. Heitmeyer, whose management of KGW has proven highly satisfactory to its owners, will likewise take over the direction of KEX as well.

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NEGRO RADIO PARSON BAPTIZES 135 BEFORE MIKE

It remained for Elder Solomon Lightfoot Michaux, negro revivalist, who is regularly heard over the Columbia network from the National Capital, to put one of his annual "baptizings" on the radio. There were 135 white-robed candidates. The Potomac River was used for the ceremony, and there was an audience estimated at 10,000.

Motorboats carried radio operators and announcers. Elder Michaux, following his sermon from the barge to a radio audience on WJSV in Washington and the Columbia network, in a black gown and aided by three others similarly clothed, waded between a double line of white-robed masculine candidates to the baptismal spot where men in rowboards held microphones and a dozen motion picture cameras were trained upon him.

Women of every age and size passed through the watery line, swimming, floating, shouting, wading, waving hands in response to the elder's exhortation, until he clasped them in his arms and dipped them beneath the Potomac's muddy watters. Up they came, shouting, splashing, leaping, waving hands and praising Heaven, while the choir chanted incessantly, "O Wonderful Freedom."

Men who had formed the double column broke ranks and came to be baptized too, leaving the barge fifty yards away.

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NEW COMEDY SPOOFS RADIO ADVERTISING

A play, "The Sellout", by Albert G. Miller, which has just opened at the Cort Theatre in New York, puts radio advertising on the griddle. Likewise, Brooks Atkinson, dramatic critic of the New York Times is somewhat caustic in his review of the comedy, which follows, in part:

"No one who has inadvertently turned on the radio this Summer will begrudge Albert G. Miller his envenomed barks in 'The Sellout'. Mr. Miller is a young man who has written radio scripts for some of the biggest accounts. Gossips who are acquainted with the thinkers who are responsible for the nightly squalor of the air report that Mr. Miller's play reproduces the fact and spirit of one of the best-known advertising agencies.

"Beginning with the conference room of the Francis R. Gates advertising agency, Mr. Miller records the progress of a radio program. Having been commissioned to publicize Splitz beer, the Gates agency assembles a series of dramatized detective stories. Most of the second act reveals a rehearsal in the audition-room with all its grotesque sham of sound devices and turgid actors. Mr. Miller is a constructive calumniator. Perceiving the similarities that exist between radio advertising and racketeering, he sells the Gates agency to a needle beer baron in the second act. With his experience in conducting business at the point of a revolver Big Mike Angelino knows how to keep newspaper critics friendly and how to revenge himself upon clients who criticize their programs."

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BUSINESS LETTER NOTES

Not only has Ota Gygi, Vice-President, declared that the Amalgamated Broadcasting System (Ed Wynn's) will positively begin its Atlantic Seaboard network broadcasting Monday, September 25th, but thereafter it will go on a 15 hour (9 A.M. to midnight) daily schedule. The stations are WBNX, N. Y. (consolidation of WCDA-WMSG-WBNX), Trenton; WTNJ, Philadelphia; WPEN, Philadelphia; WDEL, Wilmington; WCBM, Baltimore, and WOL Washington. A supplementary network, WCNW, Brooklyn, WFAS, White Plains, WCAM, Camden, WCAP, Asbury Park, and WJBI, Red Bank, will next be put into operation, Mr. Gygi said, and in the meantime would receive occasional programs from the ABS.

Mr. Wynn will have to miss the grand opening because of the delay in finishing his picture in Hollywood.

Owen D. Young will discuss "Wages and Savings under NRA" next Wednesday evening (WJZ network - 8:15 o'clock EST).

Frank A. Arnold, Vice-President of Albert Frank-Guenther Law, Inc., will deliver the opening lecture on September 26th in the Radio Advertising course at Northwestern University, Chicago. His subject, "How Radio is Organized will sketch the historical background and rapid development of radio as an advertising medium and will describe the present set-up of the business. Mr. Arnold's book, "Broadcast Advertising, the Fourth Dimension", will be the textbook used by the class.

M. H. Aylesworth, of the NBC, has been appointed one of the marshals in the New York NRA parade; also Charles Winneger, and Al Jolson and his wife, Ruby Keeler.

Mr. Aylesworth will be the principal speaker at the Financial Advertisers' Association dinner in New York this week.

The French Government has granted newspapers and news agencies the right to install their own wireless receiving and sending apparatus for the exclusive exchange of press messages.

With the approval of the school authorities, school children will listen ten minutes every morning to educational broadcasts of the San Francisco Call-Bulletin over Station KPO.

NBC is to move into Radio City soon. There will be 27 radio studios in the new quarters in addition to all theatres being wired for broadcasting. There will be ample provision for visitors desiring to witness broadcasts, with long glass run-ways through which they may watch the performances.

Marconi will be here just in time to be the central figure in Radio Progress Week, October 2, with probably a big dinner tendered to him by the industry in New York in addition to his presence at "Marconi Day" at the Chicago Fair.

J. C. Cummings of Station WOAI died in San Antonio September 3rd, after an illness of several months.

A special committee to study engineering developments in connection with police radio has been organized by Chairman Virgil M. Graham of the Association's (Radio Manufacturers') Standards Committee, consisting of L. F. Jones, of Camden, N. J., E. L. Nelson, of New York, T. J. Scofield, of Jackson, Mich., W. E. Poor, of New York, L. F. Curtis, of Springfield, Mass., David Grimes, of New York and Dr. C. G. Jolliffe, Chief Engineer of the Federal Radio Commission, guest member.

"Further curtailment on the use of the newspaper to promote, at a minor expenditure of money, public interest in radio programs which net broadcasters large sums is under consideration in at least one metropolitan center, a representative of Editor & Publisher has learned", according to that publication.

"Newspaper advertising executives are studying ways of checking the practice of using a two-inch advertisement in newspapers to build up a program on which upwards of $300 for each broadcast is spent. This practice, particularly onerous to newspapers in political advertising activities where candidates spend a few dollars in newspapers and hundreds in radio broadcasting and then expect the press to carry the story of the broadcast as news, was described by one advertising manager as another example of radio's 'leeching on the newspapers.'

"One of the proposals under consideration is to start action through providing that a two column by five inch advertisement be the minimum size copy permitted when the advertiser seeks to build up a radio program."

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RADIO INDUSTRY NEARING END OF SLUMP

That the long suffering radio industry is approaching a sounder position is suggested by the Standard Statistics Co. of New York, in a current survey, which says:

"During late boom days there were upward of 300 recognized radio manufacturers. Today there are less than 60, of which 10 per cent are believed to account for 95 per cent of total business. With distress stocks now understood to be fairly well liquidated, the belief prevails that prices will be marked up 20 per cent to 33-1/3 per cent on models for the coming season, which should at least offset increased costs under NRA. September should witness a sharp pick-up in production in preparation for the active Fall season.

"While the virgin market has narrowed, there are about 22,000,000 wired homes and 6,000,000 homes not wired for electricity in this country. It is estimated that about 17,000,000 homes are now equipped with radios, of which at least half are over three years old, suggesting a good replacement market as buying power expands.

"Furthermore, close trade observers look for an active market in automobile radios next year. Some 200,000 motor car sets were sold in 1932, and the 1933 market is placed at 300,000 to 400,000 units."

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BUSINESS MACHINES CORPORATION ACQUIRES RADIO-TYPE PATENTS

Instantaneous written communication between business departments by "micro-wave" radio will shortly be available to business men, Thomas J. Watson, President of International Business Machines Corporation stated in announcing its acquisition from Radio Industries Corporation of patents on the radio-type, a means of transmitting graphic intelligence by radio or wire.

"The radio-type consists of an electric typewriter with a compact transmitter attached, which is synchronized with a similar installation at some remote point", Mr. Watson continued. "When the transmitting machine is operated, impulses are conveyed to the receiving machine, either by radio or wire, and the operation is reproduced. Not only printing operations but any others, such as back-spacing, tabulating, shifting for capitals, are duplicated on the receiving machine.

"The radio-type can operate at any distance to which radio-waves or wires can reach, it was stated, and is particularly adapted to the micro-waves of very short length, experiments with which were recently revealed by Guglielmo Marconi. A sending set

able to transmit impulses several hundred miles over these wave lengths would be scarcely larger than an ordinary midget radio set. The power of a flashlight battery will transmit the impulses several miles. A peculiarity of the micro-waves is that several thousand stations can operated on a wave-band between, say, 3 and 5 meters, thus avoiding overcrowding."

Walter S. Lemmon, President of Radio Industries Corp., and the developer of the radio-type, will become head of this division in International Business Machines Corporation and the group of engineers who assisted in the development work will be attached to the department under Mr. Lemmon's supervision.

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NBC NEW AND RENEWAL ACCOUNTS

NEW - Smith Brothers (Cough drops and syrup), Poughkeepsie, N. Y.; Agency - Homman Tarcher & Sheldon, 500 Fifth Ave., New York City; Starts - October 3, 1933, Tuesday, 8:45-9:00 P.M.; Network WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR-WLS KWK WKCR KSO KOIL WREN· Program - "Smith Brothers - Trade and Mark", Billy Hillpot and Scrappy Lambert and small orchestra.

NEW - Johns-Manville, Inc. (Insulating, Roofing, Flooring, etc.), New York City; Agency - J. Walter Thompson Co., 420 Lexington Avenue, New York City; Starts - September 25, 1933, Monday 8:30-9:00 PM, 12:00-12:15 Midnight; Network - 8:30-9:00 WEAF WTIC WTAG WEEI WJAR WCSH WLIT WFBR WRC WGY WBEN WTAM WWJ WLW WMAQ KSD WOC WHO WOW WDAF WRVA WIS WJAX WIOD WFLA WSM WMC WSB WSMB WKY KPRC KOA KDYL; 12:00-12:15 Midnight KGO KFI KGN KOMO KHQ KFSD; Program - Victor Young's Orchestra and Floyd Gibbons.

NEW - Sealed Power Corp. (Piston Rings), Muskegon, Mich.; Agency - Grace & Holliday, Detroit, Mich.; Starts - October 30, 1933, Monday, 8:00-8:30 P.M. WJZ WBZ WBAL WBZA WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR-WLS KWK KWCR KSO KOIL WREN WSM WMC WSB WAPI WJDX WSMB KVOO WKY WFAA WBAP KPRC WOAI KTBS KTHS WTMJ WIBA KSTP WEBC WDAY KFYR;)8:00-8:30); 12:00-12:30 - KOA KDYL KGIR KGHL KGO KPO KFI KGW KOMO KHQ KTAR; Program - "Sealed Power Side Show" - Cliff Soubier, Barker; Morin Sisters, Kings Jesters, and Harold Stokes' Orchestra.

NEW - Vadsco Sales Corp. (Djer Kiss Perfume),New York City; Agency - L. H. Hartman Co., Inc., 444 Madison Ave., New York City; Starts - September 13, 1933, Wednesday, 7:30-7:45 P.M.; Network - WJZ WBAL WMAL; Program - "The Djer Kiss Recital with Cyrena Van Gordon"

NEW - General Foods Corp. (Jello), New York City; Agency - Young and Rubicam, Inc., New York City; Starts - September 25, 1933, Mon. Wed. Fri. 5:45-6:00 P.M. WEAF WTIC WTAG WEEI WJAR WCSH WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD 9WOC WHO START 10/2) WOW WDAF WTMJ KSTP WIBA WEBC WDAY KFYR; Program - "Wizard of Oz" - Dramatization of theWizard of Oz stories.

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

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No. 656

OHIO SCHOOL OF AIR TO CONTINUE

Although it has been having rough sledding, as have most other institutions, the Ohio School of the Air, in cooperation with Station WLW at Cincinnati, is to continue its service to the schools of the Central States. This has been definitely assured by Dr. B. O. Skinner, Director of the Ohio State Board of Education.

"These have been days of worry for all of us in school work", Doctor Skinner said. "Many schools are sacrificing much that they have considered valuable. We are all the more grateful that the radio can give constant contact with so many schools and can carry inspiration and encouragement to every listening school. We do not claim that radio can, as yet, be more than an assistant, but we do know that it can provide more economically than other methods the finest and freshest of supplementary materials."

Dr. Skinner said that one of the most serious faults educators could have was to hold too narrow a concept of education. The education of the child in the school-room is but a part. Thus a modern school, the director went on, should be interested in radio and motion pictures provided by the school and many other non-school agencies.

"The world itself is the greatest text-book. This being the case, every school should keep in as close and constant touch with the world as possible", Dr. Skinner continued. "To do this the most effective instrument to date is radio. It brings fresh, firsthand material and a vibrant touch with the leaders of the day, the events of the day, and will increasingly, we hope, bring the touch of the most capable professional teachers."

Dr. Skinner emphasized that success in radio education depends largely on the manner in which the classroom receives it as it does on the way it is broadcast. The educator declared he would rather that schools not listen at all than that they fail to follow these rules:

"Provide satisfactory radio equipment; listen in small groups, preferably in classrooms; allow each class to listen only to the features intended for them. Insist on close attention - always.

"Develop their interest in every broadcast - provide necessary ground work - prepare

"Learn how to receive three types of broadcasts with their varying requirements: (a) Allow children to follow directions of the microphone teacher as in rhythmics, learn to sing, etc.

(b) Center the eye attention of pupils on maps, drawings, outlines, or objects under discussion, in all other subjects except dramatizations and stories; (c) Pull shades and close the eyes in case of stories or dramatizations in which the imagination should form the picture undisturbed by the outside world.

"Treat radio-received information the same as all other - include it in tests, examinations, etc.; provide retention by discussions, keeping of note-books, etc.; Foster home discussion of broadcasts heard by both home and school, and give every possible suggestion for the improvement of the broadcasts.

The Fall series begin Monday (Sept. 18) with opening day addresses by the Governors of Ohio, Indiana, West Virginia and Kentucky. The educational programs will be broadcast every school day from 2 to 3 P.M., EST by Stations WLW at Cincinnati, and WOSU, at the Ohio State University.

The broadcast schedule for September to December is elaborately set forth in the "Courier", a 130 page printed and illustrated loose-leaf booklet. It not only gives the subject of the broadcast but carries with it much collateral reading, as do similar publications of the British Broadcasting Corporation. Among the courses are "Singing", "Little Visits to Great Industries", Civil Government", "Out to Old Aunt Mary's" (grasshoppers, seeds, weeds, cows and other things found on farms), "History Dramalogs", "Touring America by Plane", "Know Ohio", "Foreign Geography" and "Art Appreciation."

The broadcast periods have been changed from twenty minutes to fifteen in order to allow the making of electrical transcriptions for the use of other radio stations and schools. A regular series of teacher and parent teacher forums is being arranged.

The tentative plan, "The Growth of Education" calls for one dramatization, one teachers' forum to be addressed by national leaders in education, and two broadcasts on parental education each month. The latter will be built largely from practical questions as asked by parents in hundreds of letters.

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AILMENTS TREATED BY SHORTWAVE

Dr. Erwin Schliephake, German physician, claims to have given beneficial treatment to such ailments as a deep-seated abscess in a human body by passing ultra-shortwaves through the body. He said he had used the treatment on abscesses after pneumonia in peritonitis and acute tonsilitis.

A radio set was developed several years aby by Dr. Willis R. Whitney of the General Electric Company which he claimed was capable of killing bacteria.

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COLUMBIA SETS UP OWN NEWS SERVICE

Reports sifting through from New York are to the effect that Columbia has decided to enter the news field and that Paul White, in charge of CBS press relations, is organizing a separate news service with correspondents not only in the key cities of the United States but in Europe.

This is said to be Columbia's answer to the Associated Press and the American Newspaper Publishers' Association last Spring clamping the lid down on supplying news to the networks. Although both NBC and Columbia for sometime have had special correspondents at the White House in Washington and other strategic news centers, Columbia's present plan is described as being far more comprehensive in coverage than anything heretofore attempted.

Once the new set-up has been established, it is said that Columbia's attitude will be that it no longer needs newspaper support and will be able to go it alone.

J. G. Gude is attending to Paul White's duties in the Publicity Department while the former is organizing the News Service.

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BRICKBATS FOR CANADIAN RADIO COMMISSION

The request of Premier R. B. Bennett, of Canada, that critics lay off the Canadian Radio Commission for fear they may wreck it, sounds as if the situation were critical.

"The Government's radio control plan got off on the wrong foot and at the wrong time and there is no getting away from the fact", is the tenor of one dispatch from Canada. "Complaints are pouring in about dictatorial methods, the abolishment of popular private stations, discrimination in the selection of talent and the increasing time of French-language programs through government stations, particularly in areas where there is a definite dislike for the French tongue."

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COMPOSERS HAVE YET TO ANSWER SUIT

As yet no answer has been filed by the American Society of Composers in the suit against them in the U. S. District Court at New York as a violator of the Federal monopoly laws. Although the action against the Composers was instituted by a single station, WIP in Philadelphia, it is understood to be a test case which the National Association of Broadcasters is behind and a showdown in the matter of increased fees for the privilege of broadcasting copyrighted music.

Asked if he thought the Department of Justice and the Federal Trade Commission might let down in their investigation of the Composers Society, O. F. Schuette, in charge of the broadcasters' copyright fight replied: "To the contrary, I think when the Government officials see that an action has been started by such distinguished legal counsel as Newton D. Baker ans his associates, their efforts will be stimulated rather than retarded."

The September issue of "Words and Music" published by the Composers, which went to press before the suit was filed, contains several pertinent references to the differences between the Composers and the Broadcasters in articles captioned, "What the Composer Wants", "Is Radio a Profitable Business?", and "Three Months to Live."

In the second article mentioned above, figures are quoted to show that in 1932 "a depression year", $196,190,000 was spent for receiving sets and home radio equipment and $39,107,000 for radio advertising. "The radio industry is a profitable business. Are America's Composers unfair in asking for adequate compensation for the use of their songs which makes this business possible?"

"Three Months to Live" tells of two smash-hit popular songs, "In the Valley of the Moon", and "Stormy Weather", the former of which sold only about 200,000 copies, and the latter only 180,000.

"Five years ago each of these songs would have sold about 2,000,000 copies over a period of months", the article goes on. "Today, due to incessant repetition over the radio, the songs have already reached their maximum sale and the compensation to the composers is negligible."

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BALDWIN, BROADCASTERS' CODE INDUSTRIAL ADVISOR

James W. Baldwin, of the National Association of Broadcasters, has been appointed Industrial Advisor on the Broadcasters' Code. Mr. Baldwin recently represented the Broadcasters' Association at the North America Radio Conference in Mexico City. Before joining the N.A.B. staff, Mr. Baldwin was secretary of the Federal Radio Commission.

Broadcasters declared they felt no great apprehension over the designation of Edward Nockles, the aggressive Secretary of the Chicago Federation, as Labor Advisor on the Code.

"After all, Nockles is only there in the capacity of Advisor to the NRA", a broadcaster observed. "If Nockles should succeed in including anything we object to, we can appeal to General Johnson and even to the President.

"As to the presence of Nockles at the hearing, we have no fear. True he will be allowed to have his say, so will we, for that matter, but no heckling is allowed and there is no reason to anticipate added difficulty to us because of the Chicago labor leader's appointment."

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RMA CALLS ALL MEMBERS TO CODE MEETING

To better inform the radio manufacturers with regard to the conditions of the Electrical Manufacturing Industry Code under which they have been placed, Bond Geddes has called a meeting of all the members of the Radio Manufacturers' Association to be held in New York, Tuesday, September 26, which coincides with the time of the Electrical and Radio Show. Non-members are likewise invited to attend.

Mr. Geddes will explain to the radio manufacturers that membership in the National Electrical Manufacturers' Association is not required if the radio people accept the Electrical Code as it stands. However, if the RMA requires a supplemental code, the formation of a radio section and individual company membership in the Electrical Association, with additional expense, will be necessary.

Following the authorization at the last meeting of the Board of Directors, President Roosevelt's Voluntary Code has been signed and the Radio Manufacturers' Association is now under the Blue Eagle.

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WMCA LICENSING STRIKES A SNAG

Although the matter of licensing Station WMCA by Donald Flamm to the Ryan-Whitney group in New York was discussed for over an hour by the Federal Radio Commission, no definite conclusion was reached. It will now go over for about two weeks or until Commissioner James H. Hanley, of Nebraska, returns from trying a law case in Omaha.

It is the contention of Commissioner Lafount, who blocked the deal, that the license of the station should be transferred to the new group instead of being held by Flamm. Although nothing was made public with regard to the Commission's discussion it is said the WMCA transfer is opposed by Curtis Dall, son-in-law of President Roosevelt, who is Chairman of the Board of the Amalgamated Broadcasting System (Ed Wynn's chain). If this is true, it makes an interesting situation as former Governor Alfred E. Smith, of New York, is Chairman of the Board of the Ryan-Whitney group.

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"HELLO WORLD" SAYS GOOD-BYE

W. K. Henderson at one time one of the most picturesque figures in broadcasting in this country, was eliminated from radio when the Federal Radio Commission agreed to assign the license of his famous "Hello World" station KWKH, at Shreveport, La., to the International Broadcasting Company, headed by Samuel B. Hunter, an oil magnate. The station will continue to be operated by the new company on a 50-50 time sharing basis with Station WWL, of Loyola University at New Orleans, which was the old arrangement.

With the prospect of Henderson disappearing from the picture, Loyola had applied for full time on the frequency of 850 kilocycles which it had been sharing with KWKH. Former Chief Examiner Yost, of the Radio Commission, had recommended that the application be granted but in this he was reversed by the Commission.

According to the Radio Commission's decision, Henderson will be allowed to accept between $50,000 and $60,000 for the old KWKH equipment. Henderson's most spectacular fight was the war he waged on the chain stores and his organization of the "M.M.M.", Merchants Minute Men, and obtained a contribution of $1 a month from each of them. This fund is said to have aggregared $360,000. When asked for an accounting of this by the Radio Commission, he was reported as saying it was "none of their business, that he could take the money and throw it in the Red River as far as they were concerned."

"Old Man" Henderson, as he was known the length and bredth of the country, supported Al Smith in 1928, and Hoover in 1932. He campaigned vigorously for Senator Huey Long but said he "spent the rest of his life apologizing for it" when Long subsequently supported Station WWL in its effort to get his license away from him.

Henderson had a picturesque "run-in" with Senator Dill, Washington, co-author of the Radio Act and used to make up jingles over the air such as "Old Senator Dill, he sure is a regular pill!" Dill began to hear about these attacks and one night decided to tune-in on KWKH. Someone must have tipped off Henderson, who went after Dill harder than ever. Finally Dill introduced a resolution into the Senate charging Henderson with using profanity over the air.

When called on the carpet for this, Henderson said the extent of his profanity was "hell" and "damn" and that these were permissible because they were used in the Bible. In this contention he was upheld by former Judge Ira E. Robinson, of West Virginia, who was a member of the Commission at that time. Henderson, however, later agreed to eliminate these expressions. In the old days, Henderson had an expression "Shreveport on the Air, Shreveport heard everywhere". At that time he was using but 500 watts and there was considerable mystification in Washington as to how he was getting out to the entire South (or so it seemed) on such low power. Henderson contended that it was because the Shreveport country was a natural sounding board. However, later, under cross-examination of the late Admiral Bullard, the Chairman of the Radio Commission, Henderson admitted that he frequently "jumped" his power and used many times the amount authorized by the Commission.

Henderson's reason for throwing up the sponge in the broadcasting game was that he was financially unable to carry on the station. He was originally an iron magnate and is said to have suffered several financial reverses.

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FIRST LADY INSPIRED CHILDREN'S PROGRAM DIRECTOR APPOINTMENT

Mrs. Franklin D. Roosevelt was said to have been the moving spirit behind the appointment of John Martin, of "John Martin's Book" fame, writer of children's stories, as Juvenile Director of the NBC.

It is believed the recent criticism of certain radio programs for children likewise had considerable to do with creating Mr. Martin's position.

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BUSINESS LETTER NOTES

Julian Field, former Vice-President and account executive in Lennen & Mitchell advertising agency in New York has been made General Director of Columbia's commercial programs. Burt McMurtie, former Commercial Director, will now become Commercial Program Supervisor, and Julius Seebach hereafter will supervise sustaining programs exclusively.

Two other Columbia Vice-Presidents came from the Lennen & Mitchell agency - Edward Klauber and Hugh Kendall Boyce, in charge of sales, and Field is likewise expected to be made a CBS v.p. at an early date.

M. H. Aylesworth will be luncheon host to the New York Radio Editors at Radio City Monday, September 18th.

Canadian representatives of Victor, Columbia and Brunswick served notice on broadcasting stations there that after September 15th, records of popular numbers must not be broadcast if the selection has been released within a year from that date.

Canadian stations say they may buy their records hereafter in Great Britain or the United States. Many records made by Victor, Columbia and Brunswick in the U. S. bear a non-broadcast warning but thus far the companies have made no more to enforce it.

WBRC, Columbia station at Birmingham, has gone into bankruptcy. K. G. Marshal, Vice-President of the company, who filed the petition, charged that the station had been "grossly mismanaged". WBRC was a pioneer station in Alabama and the oldest in Birmingham.

A confidential note from New York is that, because of Tammany economy measures (who are reported to be trying to save money on everything but payrolls), many of the New York police radio cars "are so much galloping junk" from lack of maintenance.

Herluf Provensen, former Assistant Manager of NBC in Washington, was married this morning (Sept. 15) to Miss Hester Walker Beall, NBC studio hostess. Mr. Provensen recently resigned from NBC to become manager of Station WBLW, at Erie, Pa.

LeRoi J. Williams, of Chicago, is the new Chairman of the Radio Manufacturers' Association's Engineering Committee. In general charge of Mr. Williams is all RMA engineering work and activities, one of the most important functions of the Association.

Although details are lacking, it is apparent that the radio industry made quite a showing in the great New York NRA demonstration.

The largest NRA banner in the city was unfurled by Grover Whalen atop the RCA Building, 890 feet above the street level. M. H. Aylesworth was marshal of the Radio Broadcasting section of the Parade in which also marched Walter Damrosch.

Roxy trotted out his Radio City batallion of ushers in uniform, the entire ballet corps, and the chorus ensemble, costumed as "Wooden Soldiers", senoritas, matadors and the "Pilgrim Fathers". The parade began at 1:30 P.M. and didn't end until almost midnight.

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NUMBER OF 50 KW STATIONS MAY BE DOUBLED

The Commission adopted the motion made by Commissioner Lafount rescinding Paragraph 118 of its Rules and Regulations, which limited the number of 50 KW stations to 4 per Zone.

Commissioner Lafount, in presenting his motion, said, "Such limitations of power do not provide equal facilities or efficient use of frequencies". He said the Commission should consider the merits of each application for increased power on cleared channels.

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"THE SELLOUT" WASN'T AND ISN'T

"The Sellout", a satirical comedy based on the way an advertising agency was supposed to have handled radio programs lasted for only five performances. Written by Albert G. Miller, it opened at the Cort Theatre in New York Wednesday, Sept. 6 and closed the following Saturday night.

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EMERGENCY FREQUENCY ALLOCATION TAKEN UP BY COMMISSION

Commissioner Lafount made a motion, which was referred to the Engineering and Legal Divisions for study, providing for the allocation of one or more frequencies for communication purposes in cases of disasters such as hurricanes, floods, earthquakes and fire.

In making his motion, Mr. Lafount said such catastrophies frequently destroyed or impaired existing communication facilities and relief depends upon radio communication. At the present time, he pointed out, it is necessary in such emergencies to depend on the amateurs. While commending their "invaluable service", he declared it is unfair to the amateurs to depend entirely upon them for communication. He expressed the view that a few battery sets kept in good condition to respond to drills frequently would prove invaluable in case of a disaster.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Sept. 15, 1933)

WBAL, Consolidated Gas & Electric Light & Power Co. of Baltimore, license covering move of transmitter and installation of new equipment 1060 kc., 10 KW, shares with WTIC; WKOK, Charles S. Blue, Sunbury, Pa., license covering move of transmitter and studio and change in antenna, 1210 kc., 100 watts, specified hours; WNAX, The House of Gurney, Inc., Yankton, S. Dak., authority to determine the licensed power by direct measurement of antenna input in compliance with Rule 137. Also granted license covering change in equipment and increase in power, 570 kc., 1 KW night, 2½ KW day, unlimited time; also granted modification of C.P. to change equipment.

Also, WSYB, Philip Weiss Music Co., Rutland, Vt., special temporary authority to operate from 10 A.M. to 12:30 P.M. EST Oct. 1, 8 and 15, 1933; WBAX, John H. Stenger, Jr., Wilkes-Barre, Pa., special temporary authority to operate from 10 P.M. Sept. 18 to 1 A.M. Sept. 19, EST, provided Station WKOK remains silent; KFPM, d/b as The New Furniture Co., Greenville, Texas, special temporary authority to operate as follows from 9 P.M. to 12 midnight, CST, on Sept. 22, 29, 1933, Oct. 6, 13, 20, 27, 1933, Nov. 17, 1933 and from 3 P.M. to 6 P.M. CST Nov. 3, 10, 24 and 30, 1933; WNBZ, d/b as Smith & Mace, Saranac Lake, N. Y., temporary license pending hearing and decision on application for renewal.

Also, Radio Corporation of America, Portable and Mobile, two general experimental C.P.s, frequencies 34600, 41000, 51400, 60000-400000 kc., .5 watts, also licenses to cover same; City of Providence, R. I., Board of Public Safety, Police Dept., C.P. for police service, 1712 kc., 150 watts; W3XAR, Township of Haverford, Brookline, Pa., general experimental license, 34600 kc., 15 watts; W1XW, Albert F. Sise, Milton, Mass., general experimental license, frequencies 41000, 51400, 60000-400000 kc., 50 watts; Merchants & Miners Transportation Co., "SS Allegghany", special experimental license, 392 kc., 1 watt.

Applications Denied

WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., denied authority to reduce hours of operation from unlimited to specified, as follows: 10 A.M. to 2 P.M., 5 to 9 P.M. CST, from Sept. 1 to Nov. 1; WBHS, Radio Station WBHS, Inc., Huntsville, Ala., denied authority to remain silent pending decision on application to move station from Huntsville, Ala. to Durham, N.C. Virgil V. Evans, trading as The Voice of South Carolina, WSPA, Spartanburg, S. C., denied C.P. for new station to operate part time on 850 kc., facilities of KWKH, sustaining Examiner Yost.

Ratifications

W2PF, Capt. David Talley, Brooklyn, N. Y., granted authority to operate amateur station from Sept. 20 to 30, at National Electrical Exposition in Madison Square Garden (action taken Sept. 9); Action taken Sept. 12: WKFI, J. Pat Scully, Greenville, Miss., granted special temporary authority to remain silent pending action on application to move to Greenville, Miss., but no longer than 90 days; Action taken Sept. 13: New, Radiomarine Corp. of America, New York, granted C.P. and license to operate at 75 Varick St., N. Y. City, 500 kc., 100 watts, operation to be limited to brief intervals, and such times as to cause no interference; KWWG, Frank P. Jackson, Brownsville, Texas, granted 60 day authority to remain silent pending repair of station.

Amateur Licenses

The Commission also granted 362 amateur station licenses, of which 345 were for the normal license term of 3 years, and 17 for a short term to expire Oct. 1, 1933, because the amended rules effective that date will render these licenses unnecessary. Of the licenses issued for the normal term, 239 were new, 106 modifications.

Oral Argument Granted

The Commission granted a request for oral argument before the Commission en banc in the cast of Station WHDH, Matheson Radio Co., Inc., Boston, Mass. to be held November 1 at 10 A.M.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF SEPTEMBER 19, 1933

No. 657

COMMISSION ISSUES NEW TELEVISION STATION LIST

An up-to-date list of the 27 experimental visual (television) broadcasting stations in the United States either in operation or authorized, has been issued by the Federal Radio Commission and follows:

Call Letters	Power (watts)	Company	Location
		1600-1700 kilocycles	
W2XR	1000	Radio Pictures, Inc.,	Long Island City
X8XAN	100	Sparks-Withington Co.	Jackson, Mich.
		2000-2100 kilocycles	
W9XK	100	Iowa State University	Iowa City, Ia.
W9XAO	500	Western Television Research Co.	Chicago, Ill.
W6XAH	1000	Pioneer Mercantile Co.	Bakersfield,Cal
		2100-2200 kilocycles	
W9XAK	125	Kansas State College of Agri. & Applied Science	Manhattan, Kans
W3XAK	5000	National Broadcasting Co.	Portable
W9XAP	2500	" "	" Chicago, Ill.
W2XBS	5000	" "	" New York,N.Y.
W6XS	1000	Don Lee Broadcasting System	Los Angeles,Cal
		2200-2300 kilocycles	
X9XAL	500	First National Television Corp.	Kansas City,Mo.
		2750-2850 kilocycles	
W9XG	1500	Purdue University	W.Lafayette,Ind
W2XAB	500	Atlantic Broadcasting Corp.	New York, N.Y.
		4300-4600, 48500-50300, 60000-80000 kilocycles	
W2XAK	50	Atlantic Broadcasting Corp.	New York, N.Y.
W6XAO	150	Don Lee Broadcasting System	Los Angeles, California
W9XD	500	The Journal Company	Milwaukee, Wis.

COMMERCIAL BOOKS OF TELEVISION STATION LIST

An up-to-date list of the 97 commercial VHF (channels 2-13) television stations in the United States which is [illegible] operation or authorized, has been issued by the Broadcast Bureau [illegible] Commission and follows:

Call letters	Channel(s)	Licensee	Location
1945-1950 Stations			
[illegible]	[illegible]	Radio Industries, Inc.	Iowa State [illegible]
[illegible]	[illegible]	Southwestern Sta.	Dallas, Tex.
1951-1952 Stations			
[illegible]	[illegible]	[illegible] Broadcasting	[illegible]
[illegible]	[illegible]	Western Television Stations, Inc.	Seattle, Wash.
[illegible]	[illegible]	[illegible]	[illegible]
1953-1954 Stations			
[illegible]	[illegible]	[illegible] Television Corp.	[illegible]
[illegible]	[illegible]	" "	" [illegible]
[illegible]	[illegible]	" "	" [illegible]
[illegible]	[illegible]	Don Lee Broadcasting System	Los Angeles, Calif.
1955-1956 Stations			
[illegible]	[illegible]	First Baptist Tele-vision Corp.	[illegible]
1957-1959 Stations			
[illegible]	[illegible]	Pacific Broadcasting	[illegible]
[illegible]	[illegible]	Atlantic Broadcasting Corp.	[illegible]
1960-1970 Stations			
[illegible]	[illegible]	Atlantic Coast Tele-vision Corporation	[illegible]
[illegible]	[illegible]	Don Lee Broadcasting System	Los Angeles, Calif.
[illegible]	[illegible]	The Outlook Company	Minneapolis, Minn.

Call Letters	Power (watts)	Company	Location
	43000-46000, 48500-50300, 60000-80000 kilocycles		
W2XBT	750	National Broadcasting Co.	Portable
W2XF	5000	" "	" New York,N.Y.
W3XE	1500	Philadelphia Storage Battery Co.	Philadelphia, Penna.
W3XAD	2000	RCA Victor Co.,Inc.	Camden, N. J.
X10XX	50	" " " "	Portable & Mobile
W2XR	1000	Radio Pictures	Long Island City, N. Y.
W8XAN	100	Sparks-Withington Co.	Jackson, Mich.
W9XE	1000	U. S. Radio & Television Corp.	Marion, Ind.
W8XF	200	WJR, Goodwill Station	Pontiac, Mich. C.P.
W8XL	200	WGAR Broadcasting Co.	Cuyahoga Hts. Village, Ohio (C.P.
W9XAT	500	Dr. George W. Young	Portable(C.P.)

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FARLEY CURBS PARTY LEADERS IN USING RADIO

The Democratic National Committee has decided to exert control over the speeches which administration leaders make over the radio, and in the future will use Herbert L. Pettey, Secretary of the Federal Radio Commission, to obtain free broadcasting time for Committee speakers.

This was revealed in two letters sent Cabinet chiefs by James A. Farley, Postmaster General andChairman of the Democratic National Committee.

Government and party officials seeking broadcasting time in the future have been ordered by Farley to apply directly to Richard F. Roper, Executive Secretary of the Democratic National Committee and son of the Secretary of Commerce. If Roper approves of the proposed speech, he will forward the request to Pettey, who was the Committee's Director of Radio in the Presidential campaign and was made Radio Commission Secretary as a reward.

Three reasons for the decision have been made known. The first is to provide each section of the country with a balanced diet of words which might prove useful in the forthcoming Congressional campaigns; the second is to censor remarks of officials who have been using the name of the National Committee to obtain free time on the air; the third is to make certain that no one speaks out of turn.

The letter to the Cabinet chiefs said:

"It has come to my attention that the radio stations have received a large number of requests for broadcasting time with the understanding that such requests had the approval of the Chairman of the Democratic National Committee.

"In order to prevent misunderstanding in the future, I have advised the broadcasting stations that theonly person authorized to represent me on radio matters is Mr. Herbert L. Pettey."

The letter to the broadcasting companies said:

"It has come to the attention of the Democratic National Committee that a great number of individuals have been contacting either your office or a branch office of your company and representing themselves as spokesmen for the Democratic National Committee on radio matters.

"By means of this letter I wish to correct this practice and save both you and the Democratic National Committee embarrassment which might arise from so many so-called representatives asking you for time or presenting requests for the approval of your company."

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WASHINGTON TALKS TO COAST GUARD SHIP OFF MAINE

Rear Admiral Hamlet of the Coast Guard at Washington, held a telephone conversation with Boatswain C. T. Christiansen, Officer in Charge of the Coast Guard ship "DIX" then approximately twenty-five miles northeast of Mount Desert Island, Me. The conversation which lasted for five minutes and came in loud and clear was carried on by commercial telephone lines from Washington to Green Harbor, Maine, and there transferred to the regular harbor radio facilities of the New England Telephone and Telegraph Co.

The achievement was unique in Coast Guard communications.

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THE SCOTCH FALL FOR IT

In Scotland, as elsewhere in Great Britain, they were having trouble collecting the tax which everybody must pay who owns a receiving set. Finally, according to a story from there, tax collectors rigged up a queer looking machine, mounted it on an auto truck, and in visits to Scotish towns announced that it was a machine which could tell the exact location of every receiving set. The villagers are reported to have fallen all over themselves in their eagerness to pay delinquent radio license fees for fear of being detected.

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NRA POSTPONES BROADCASTERS' HEARING FOR WEEK

It is not believed the postponement of the Broadcasters' Code hearing until Wednesday, Sept. 27, on account of the motion picture hearing running overtime, worked any particular hardship on the broadcasters because it is learned on good authority that less than a half a dozen requested to be heard. These, it was said, were not broadcasters but representatives of musicians, electrical workers, Actors Equity and others. Since all persons who are to be heard will be allowed to present orally facts only and not arguments, one familiar with procedure at the Code hearings, reiterated what he said sometime ago that the Broadcasters' session would be very brief.

Following the hearing the evidence submitted will be considered and a final draft of the Code written. This will be sent to the President and go into effect 10 days after he signs it.

The meeting held by the National Association of Broadcasters' Code Committee last Monday in Washington was brief. They discussed generally suggestions different members had made but these were mostly of a minor nature, nothing really important. However, theCommittee did consider changes in the administrative provision of the Act so that every class of member, the small as well as the large broadcaster, would be properly represented.

In addition to an industrial and a labor advisor for the Broadcasters' Code, James W. Baldwin of the NAB and Edward Nockles of the Chicago Federation of Labor, it was expected that the NRA would appoint a "Consumers Advisor" as has been done with other codes. The fact that this advisor has as yet not been named leads to the assumption that perhaps this formality will not be observed in the case of the broadcasters.

There has been some speculation as to who may be appointed Code authority, advisor to the NRA in administering the Broadcasters' Code. The name of Mr. Baldwin has been mentioned but no confirmation of this rumor has been forthcoming.

The original Broadcasters' Code hearing was to have been held in the Caucus Room of the new House Office Building but the forthcoming session will take place in the ballroom of the Raleigh Hotel in Washington instead.

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ARGENTINE TO MODERNIZE ITS RADIO EQUIPMENT

Modernization and coordination of all naval communications is planned by the Argentine Government, according to Vice Consul John C. Pool at Buenos Aires.

New Argentine naval units,recently added to the squadron, are provided with up-to-date radio equipment. The Argentine Congress has been requested to authorize appropriations for new

radio installations on the older ships, and for radio directional beams to be placed at certain points along the Argentine coast. Present naval appropriations, however, are not sufficient to cover the expense.

Because of the fact that many merchant ships operating to the River Plate are provided with radio compasses, and would consequently benefit from the installation of these beacons, it is felt that the interests of Argentine foreign trade would likewise be served, particularly in the River Plate area.

In the meantime, the Navy Department is planning to increase the power of the existing naval stations at Buenos Aires, Puerto Belgrana, and Trelew, and to equip all units of the fleet with radio compasses.

The desirability of constructing beacon lights for air navigation was also presented. It was pointed out that revolving lights along the coast might serve the purposes of both air and water transportation.

It is believed that the Argentine Congress will take up these matters in a short time.

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BELIEVE FOOD AND DRUGS PARAGRAPH WILL BE CLARIFIED

There seemed to be every reason to believe that the paragraph in the Administration's proposed Food and Drug Act which broadcasters and publishers construed might hold them liable in fraudulent advertising would be rewritten and clarified. Assistant Secretary of Agriculture Tugwell, discussing this, said:

"Publishers and broadcasters are required to cooperate with the Government. The bill calls upon them to furnish, upon request, the names and addresses of those placing advertisements, but it does not hold them liable further than this. I have heard that some publishers and broadcasters feel that the present language of the bill would authorize the Department to prosecute an advertising medium should the Department elect not to request the names and addresses of those placing the advertising. While the language may perhaps be open to this interpretation, that is not the Department intent. We shall see to it that the text is so corrected as to remove all ambiguity."

The new Food and Drug Bill was introduced during the last session of Congress and Senate hearings on it will be held early in December.

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FINDS B. B. C. EXASPERATING

Further criticism of foreign broadcasting methods is contained in another letter, a previous one having been presented here to our readers, received from a friend in London by O. H. Caldwell, former Federal Radio Commissioner, who writes:

"Further experience confirms my opinion about the exasperating nature of B.B.C. operation, for which no excuse seems to be forthcoming. Programs invariably finish late or early. A hiatus of dead silence occurs, or the next program is cut short. Last evening a piano recital to which I had looked forward was eight minutes instead of fifteen. This was followed, at 8 o'clock, by a gramophone program, in connection with which the gentleman who announces the titles is given special prominence, as if he were a star! The gramophone record programs, by the way, seem to be the only ones accompanied by adequate fore and aft announcements, probably because every detail of title and record number and maker of the record is given. Advertising?

"Radio Paris goes in for sponsored programs on Sunday evenings, when the British are indulging in church services. Advertising from British firms is interspersed between numbers. Luxembourg, providing excellent musical programs, announces in German and French, occasionally in English also - perhaps in anticipation of advertising also. Huizen (Holland) also provides excellent programs with announcements only in Dutch. I have about 30 stations on tap, one of the most interesting of which is the big Moscow station, which broadcasts in English almost every evening - talks and news. Good speakers and an excellent woman announcer - perfect English. Propaganda, of course, but with no glossing over of Soviet failures and difficulties. The broadcasts are carried out in a business-like manner, and listeners are asked for opinions and suggestions and subjects for discussion. Whether they like it or not, Capitalistic countries within reach are to learn much about the Soviet experiment, and its effects on Russia's millions.

"The Radio Exhibition at Olympia has been a great success. During the first four days, orders totaled ±12 million - a tremendous increase over last year's business. I have a great respect for the quality and workman ship of the small sets they are making here, at prices that compare favorably with American models. I never imagined that such tone and selectivity could be obtained with a small, portable battery set such as I have."

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COMMISSION STANDS PAT ON TELEVISION REPORT

Television stock selling schemes have brought many inquiries to the Federal Radio Commission as to the present status of the development of television. To this the Commission has replied that its attitude is just the same today as it was in 1932 when it reported, in part, as follows:

"While no startling inventions have come to light in television during the past year, the progress that has been made has been marked by a steady improvement in the detail of pictures transmitted. This development has in a general way paralleled the progress that was made in the early stages of sound broadcasting.

"Much attention has been given to the part of the spectrum in which television emissions will best fit. Although there are at the present time four 100-kilocycle bands between 2,000 and 3,000 kilocycles assigned to television, it has been evident for a considerable time that this space is not sufficient to meet the requirements of this new and growing art to furnish entertainment to the public. The experimenters have turned to the unexplored regions above 30,000 kilocycles. The work at these frequencies has shown signs of real promise as a future locus for this service, and the Federal Radio Commission has assigned wide frequency bands in this region for experimental work in television. Proposals have been received by the Commission from the industry to increase the space in this band in order to protect the future of television.

"Although considerable progress has been made in scanning methods, using both the mechanical type of scanning and the electrical or so-called cathode-ray type of scanning, it appears that many new developments must still be made before television can be accepted as a satisfactory entertainment service. While attempts have been made to broadcast scenes covering large areas, the majority of television stations have limited their transmissions to faces of one or two performers at most. This type of program, while of interest because of its novelty and usefulness for experimental work, has a very small amount of sustained 'look-in' interest. Such programs fall far short of what the public has been led to expect in the way of entertainment considering especially the fact that the technical improvements made during the last few years in sight-and-sound motion picture technique have created in the mind of the public a desire for very high technical standards of performance."

A committee of the Radio Manufacturers' Association, with E. T. Cunningham, of Camden, N. J., as Chairman, has been appointed to make a study of the future of television. His associates on the committee are W. Roy McCanne, of Rochester, Powel Crosley, of Cincinnati, and James M. Skinner, of Philadelphia.

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NEW ENGLAND STATIONS WILL JOIN A.B.S. INAUGURAL

A dozen or more New England stations may listen in on the Amalgamated Broadcasting System (Ed Wynn's chain) opening next Monday night before their formal union with the System, Ota Gygi,(pronounced by Mr. Wynn "Gee-gee") Vice-President, promises.

"Demands by independently-owned 'spot' radio stations and independent groups of station owners for immediate inclusion in the new radio chain have become so insistent", Mr. Gygi said, "that on the Atlantic Seaboard network within the next month there may be a score rather than the originally-scheduled half-dozen stations receiving the Amalgamated programs."

Mr. Gygi added that before Wynn's return from Hollywood Monday, October 2, that the complete extension of the Amalgamated into New England will be under way.

"Meanwhile Amalgamated's representatives are closing up details and its engineers are laying out the A.B.S. main west-bound trunk circuit to include the Pennsylvania-Michigan network of nine stations in eight cities, with a further early extension into Amalgamated's western headquarters in Chicago, where the popular independent station WCFL is destined to be the western clearing-point for the Wynn chain programs before the first of the year", Mr. Gygi continued.

Eight, instead of six, stations will take full or part time over the Atlantic Seaboard of the Amalgamated networks beginning Monday night. They are the original six - WBNX, New York, WTNJ, Trenton, WPEN, Philadelphia, WDEL, Wilmington, WCBM, Baltimore, and WOL, Washington, plus WCNW (formerly WMIL), Brooklyn, and WFAS, White Plains.

Among the "names" to be heard on the A.B.S. are Dr. Carl Van Doren, literary authority, Dr. Charles Fleischer, theologian, Emile Gauvreau, editor, the "Eight O'clock" Review, "Bit Meetin' Time" with Rosamund Johnson colored choir, and Catherine Tiff Jones, the Amalgamated Symphony Orchestra, directed by Adolphe Kornspan, "Sunny Jim" Rich, organist, the A.B.S. choristers and the A.B.S. dance orchestra.

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NEW 2-WAY AIRCRAFT RADIOPHONE SUCCESSFUL

Success marked the tests carried on with the U.S.S. Macon, new Navy dirigible, with the new two-way radio telephone developed by Dr. Carlton D. Haigus, at Camden. Conversations were carried on at a distance of 60 miles on a frequency of 52,500 kcs. Dr. Haigus declared the new device was static proof regardless of the severity of electrical stroms. The apparatus complete weights about 50 pounds and the antenna is less than 4 feet long. Dr. Haigus said he expected to make deliveries shortly to land stations including those of the Army and Navy.

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BUSINESS LETTER NOTES

An employment increase during its first month (August) under the NRA of more than 43 percent at the Crosley Radio Corporation was announced by Powel Crosley, Jr., President. These records show a total of 2,456 men and women on the Crosley payrolls as of September 1, 746 having been added during the preceding 31-day period.

The Radio Receiving Set Division now manufactures approximately 2,500 radios. Additional men and women are being employed daily. Mr. Crosley expects his production lines to be assembling from 3,000 to 3,500 sets daily within the next two weeks and said he had a backlog of unfilled radio orders totalling approximately 30,000 sets.

A taxpayer wrote to WOR complaining about Dr. Royal S. Copeland spending so much time broadcasting in New York away from his senatorial duties in Washington. "The listener didn't catch on that it is an electrical transcription health talk", WOR's bright press representative commented.

Charles A. Park, formerly superintendent of the Eleventh District at Detroit, has been appointed chief engineer of the Lighthouse Service with headquarters in Washington. Park will be in charge of the installation of all radio beacons. He will be succeeded at Detroit by Fred P. Dillon.

William C. "Bill" Grunow at a convention in Chicago said to have been attended by 300 of his company's distributors, predicted that approximately 3,000,000 receiving sets will be sold between now and the end of March.

Bert Green, secretary of A. J. McCosker, WOR Director, was knocked down by an automobile the second day of her vacation. A sprained ankle was the only casualty.

Having succeeded so well in maintaining contact with General Balbo's airfleet, the Mackay Radio Corporation in New York will transmit wireless news from the second Byrd expedition from the South Pole. This information will be made available to the press. Bulletins will likewise be broadcast once a week from "Little America" at the South Pole by Columbia.

Herluf Provensen, new manager of Station WLBW at Erie, Pa., didn't lose his sense of humor even if he did get married. At the marriage license bureau, he was required to fill out a blank in which, among others, the question was asked what the relations were between the bride-to-be and the prospective bridegroom. To which Herluf answered, "Very friendly". The information sought was whether or not they were related but the former NBC official managed to get a good laugh out of it.

Mr. and Mrs. Provensen were married last week and are now on their wedding trip in the West. Mrs. Provensen was formerly Miss Hester Walker Beall, NBC studio hostess in Washington.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Sept. 19, 1933)

WEHC, Community Broadcasting Corp., Charlottesville, Va. license covering move of station from Emory to Charlottesville, 1350 kc., 500 watts, daytime hours; WMBH, W. M. Robertson, Joplin, Mo., authority to cancel request to broadcast World Series Games, because of inability to obtain programs except at excessive price; WPTF, WPTF Radio Co., Raleigh, N. C., authority to operate Sept. 22 until 2 A.M. EST, simultaneously with KPO; WHP, WHP, Inc., Harrisburg, Pa., special temporary authority to operate from 2 to 2:30 P.M. EST, Oct. 10, 11, 12 and 13 provided WBAK remains silent; WBAK, Penna State Police Commonwealth of Pa., Harrisburg, Pa., special temporary authority to operate from 4:30 to 5 P.M. EST, Oct. 10, 11, 12 and 13, provided station WHP remains silent.

Also, WNAD, University of Okla., Norman, Okla., special temporary authority to operate from 2:30-5:30 P.M. CST, Sept. 30, provided station KGGF remains silent; also granted temporary authority to operate from 2:30 to 5:30 P.M. CST, Oct. 21, Nov. 4, and Nov. 30, 1933, provided station KGGF remains silent; KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., granted special temporary authority to operate from 3 to 6 P.M. and 9 P.M. to 12 midnight CST, on Sept. 23 and 29, Oct. 7, 13, 20 and 27, Nov. 4 and 11.

Renewal of Licenses

The following stations were granted renewal of licenses for the regular period:

WAAT, Jersey City; WDSU, New Orleans, La.; WFIW, Hopkinsville, Ky.; WIS, Columbia, S. C.; WJAS, Pittsburgh, Pa.; WJDX, Jackson, Miss.; WLBW, Erie, Pa.; WTAW, College Station, Texas; KFOX, Long Beach, Cal.; KGCA, Decorah, Ia.; KLPM, Minot, N. Dak.; KMBC and auxiliary, Kansas City, Kans.; KQW, San Jose, Cal.; KTAT, Fort Worth, Tex.; KTFI, Twin Falls, Idaho; KTSA, San Antonio, Tex.; and KUOA, Fayetteville, Ark.

Set For Hearing

KRMD, Radio Station KRMD, Inc., Shreveport, La., modification of license to change hours of operation from daily except Sunday, 7 A.M. to 1 P.M.; 5 to 8 P.M.; Sunday 9 A.M. to 6 P.M., CST, to Daily except Sunday: 8:30 A.M. to 1 P.M.; 5:30 to 10 P.M., Sunday 9 A.M. to 6 P.M.

Ratifications

Action taken Sept. 13: KIGW, Iowa Broadcasting Co., Des Moines, Ia., authorized to operate station KIGW on 2390 kc., 20 watts power, Sept. 14 to 19 inclusive; WFIN, Mackay Radio & Telg. Co., San Francisco, aboard "Los Angeles", granted 60 day authority to operate 2 tube sets replacing arc; frequencies 375 to 500 and 5500 to 22000 kc., each, 100 watts; Action taken Sept. 15: WTAR, WTAR Radio Corp., Norfolk, Va., granted special emergency authority to use station for necessary communication and cooperation with any other services if extreme emergency developes, during period of emergency only.

Oral Argument Granted

The Commission granted a request for oral argument in the case of WNBW, Inc., Carbondale, Pa. and Home Cut Glass & China Co., Carbondale, Pa., to be heard before the Commission en banc on November 1, 1933, at 10 A.M., one-half hour allotted to each side.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF SEPTEMBER 22, 1933.

No. 658

DENYING MISREPRESENTATION TELEVISION COMPANY APPEALS

Contending that the decision of the Federal Radio Commission in refusing to renew its licenses on the ground that the operation of Stations W1XG and W1XAU "has been used as a basis for stock promotion activities out of all proportion to the actual accomplishments" is contrary to the facts, the Shortwave and Television Corp. of Boston has filed an appeal in the Court of Appeals of the District of Columbia.

Through its attorneys, Elisha Hanson and Eliot C. Lovett, the Television Corporation contends that the Radio Commission has no authority under the law to appraise the activities of a license or to deny a license unless alien ownership or control by other than the applicant is disclosed or there is a violation of the terms of the license. There was a further contention that the decision of the Commission tends to usurp the functions of the Federal Trade Commission which has authority under the 1933 Securities Act to prohibit or control stockselling.

Since the case was set for a hearing by the Radio Commission, the Shortwave & Television Corporation has become a subsidiary of the General Electronics Corporation, a new company organized to take over a number of other companies in the electrical field.

"While it is true that the General Electronics Corporation stock is listed on the New York Produce Exchange, it is equally true that the record is devoid of any reference to extensive promotional activities in either Shortwave and Television Corporation stock or General Electronics Corporation stock", the statement of appeal sets forth.

"While this matter was still pending before the Federal Radio Commission, and months prior to the decision which was handed down on September 12, 1933, Congress enacted the Securities Act of 1933, which, immediately upon going into effect, gave to the Federal TradeCommission jurisdiction over such activities of the General Electronics Corporation as the Commission complains of in the decision. It is pertinent to point out that at no time since the enactment of the Securities Act has the Federal Trade Commission made any inquiry or report on the General Electronics Corporation. That corporation occupies a position no different from that of any other concern the stock of which is listed on any of the exchanges of this country."

In their notice of appeal, the Shortwave and Television Corporation further contend that inasmuch as no revenue can be derived from the actual operation of these stations, because of licenses granted to them for experiment purposes only, income had to be provided from other sources. At first it came in the nature of contributions from individuals, one of whom alone contributed in excess of $100,000 in cash.

"As the manufacturing business grew, the demands for a more stable plan of financing became imperative, with the result that stockholders in the company contributed a large volume of their stock to the treasury, some of which stock in turn was sold to provide for the manufacturing expenditures and development", the Television Corporation contends.

"The company itself never advertised its stock for sale but did sell various blocks of its stock to brokers, who in turn listed it on the New York Produce Exchange, where it was subject to open trading. Before the stock could be listed, it was necessary for the company to file a financial statement, and such a statement was prepared by a professor of accounting in one of the universities located in Boston and submitted to the Exchange.

"During the entire period of the company, no stockholder has ever drawn out one cent in the nature of bonuses or dividends. The record in the case shows that the company has been efficiently and economically managed and that practically all of themoney which has been contributed to it or which was derived from the sale of the stock donated to its treasury by those who originally contributed money for its development has been devoted entirely to the work of the company."

Among other reasons for appeal are that the Commission in denying renewal of licenses will cause a loss of the company's investment and will terminate the employment of many persons who are engaged in the television and shortwave development. Also that the decision of the Commission is in conflict with the stipulation of its counsel that the operation of these stations from a technical standpoint has been satisfactory.

The Shortwave & Television Corporation claims to have been one of the first, if not the very first, to broadcast joint vision and sound programs. During the eclipse of 1932, it operated its stations for a period in excess of one week without a single minute's interruption, in order that independent scientists, - among them Professor Gleason W. Kendrick of Tufts College, might make a thorough study of the effects of the eclipse on radio waves.

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WORLD'S SERIES BROADCAST PRICES TOO HIGH FOR HIM

W. M. Robertson, of Station WMBH, at Joplin, Mo., has asked the Radio Commission to cancel his request for special authority to broadcast "because of inability to obtain programs except at excessive prices."

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BRITISH RADIO INDUSTRY FORGES AHEAD

Rapid progress in the British radio industry is reported to the Commerce Department by Assistant Trade Commissioner Henry E. Stobbins, London. This development, it is pointed out, is the result of the introduction of protective duties and patent pool action against foreign manufacturers.

At the recent National Radio Exhibition which has just closed, there were 200 British exhibitors, representing a combined capital of 80,000,000 pounds. As a result of lower prices and increased demand, the actual volume of business done at the show is officially given at 26,000,000 pounds, the report states.

This will necessitate the production of a million and a quarter radio receivers at a total cost of 14,400,000 pounds; 13,000,000 batteries, value 6,000,000 pounds; 3,800,000 tubes costing 2,300,000 pounds and 7,400,000 other components and accessories costing 3,100,000 pounds.

It is estimated that as a result of the sales push initiated by the exhibition, 750,000 new radio receivers will be sold during the coming season in addition to 1,250,000 replacement sets. It is stated that production will have to be stepped up to meet this demand and will involve additional factory space of 250,000 square feet and increased employment of 150,000 workers.

Indications point to a continued decline in the sale of American radio sets in the British market, according to the report. The prevailing opinion in the trade holds, it is pointed out, that the only remaining chance for American manufacturers is to establish plants in Great Britain either on a straight production basis or by assembly arrangement with a British firm.

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WOULD HAVE CITY DISPOSE OF WNYC

Included in administrative savings totaling $25,000,000 which New York City could make, Peter Grimm, Chairman of the Municipal Economy Committee, recommends that the city sell WNYC, its municipally owned broadcasting station, which he declares is being operated at a loss.

WNYC is a 500 watt stations which formerly shared time with WMCA on 570 kilocycles but after a court fight was shifted to 810 kilocycles, the same channel as WCCO, Minneapolis, both stations broadcasting full time.

The New York Municipal station has repeatedly been under fire as a result of claims of political partisanship and other allegations.

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SEES DANGER IN NRA USE OF RADIO

Apprehension with regard to the Administration and General Johnson turning so frequently to the radio is seen in the annual report made by Dean Carl W. Ackerman of the Columbia School of Journalism to Dr. Nicholas Murray Butler, President of the University.

"The refusal of many daily newspapers to give advertising space to the NRA was brought to the attention of the American people by General Johnson over the radio", Dean Ackerman wrote. "True, it was subtly done and it was only an incident, but the fact should be recorded that any government in Washington may, if it wishes, use the radio - a channel of communication subject to Federal license - to build a backfire in American homes against any individual, business or institution, even though the First Amendment of the Constitution guarantees freedom of opinion, speech and assembly or petition.

"The press is unquestionably an important factor in the reflective processes of the people because by publishing all sides of public questions, it is contributing to the development of individual analysis and criticism. This is not applicable to the radio in its present state of development.

"The radio has magnified the power of the orator, which has been a potential danger to democracy throughout our history. It has not increased the power of individual reflection to the same degree."

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McCOSKER LIKELY TO BE RE-ELECTED NAB PRESIDENT

There seems to be every likelihood that Alfred H. "Hollywood" McCosker of WOR, will be re-elected as President of the National Broadcasters' Association at its annual convention at White Sulphur Springs, October 8. Mr. McCosker's year of service with the NAB, carrying with it the extra NRA Code duties has been the most strenuous in the history of the organization. General satisfaction seems to prevail with regard to McCosker's leadership. As a result of this, it is believed he will be returned by acclamation for another term of office.

Mr. McCosker has just finished his tenth year with Station WOR and received many congratulations upon this occasion.

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WMT'S WHOLE SALES FORCE KILLED IN AUTO CRASH

In an automobile accident near Denver, Ia., Howard Harrington, Vern King, and Harry Kiester, the entire sales force of Harry Shaw's Station WMT, at Waterloo, were killed. They were returning from an out-of-town broadcast when their car was struck at a road intersection and overturned.

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ALLOWED NRA OFFICIAL TO COOL HIS HEELS

The resignation of John Elwood, Vice-President in charge of political, educational, religious and international broadcasts of the National Broadcasting Company, revives a story of treatment he is alleged to have accorded one of General Hugh Johnson's aides from Washington who called upon him. When R. D. Dolph, head of the Radio Division of the NRA sent his card to Mr. Elwood, he was told the NBC official was pretty busy and to come back again next week.

Mr. Dolph is said to have replied that the NRA speaking engagements he hoped to book through Mr. Elwood would all be over in a week and that would be too late. Finally Mr. Dolph was told maybe Elwood could see him "day after tomorrow". Whereupon the NRA official turned on his heel and went to Columbia where he is reported to have been received immediately and where he reciprocated by giving NBC's rival the cream of the NRA speakers.

His remarks upon returning to Washington were described as caustic and to the effect that "there was an air of closed doors about the NBC and whether there was anything really going on behind them, visitors were kept waiting outside for awhile to get them in a humble and proper frame of mind before letting them in."

To make the incident the more embarrassing, just as Elwood happens to be a cousin of Owen D. Young, Dolph is a brother-in-law of Herbert L. Pettey, Secretary of the Federal Radio Commission, the man Postmaster General Farley recently referred all Democratic National Committee broadcasting matters to. Pettey not only stands O.K. with Farley, but also with the President.

The immediate cause of Elwood's resignation is reported to have been a disagreement with Richard C. Patterson, Executive Vice-President of the NBC, but this could not be confirmed in Washington.

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CODES OCCUPY BOTH RMA AND NAB

The time of the general meeting of the Radio Manufacturers' Association members to discuss the Code Tuesday (September 26) in New York has been changed to 2 o'clock in the afternoon. The Board of Directors will have a preliminary session at 10:30 o'clock in the morning.

The National Association of Broadcasters' Code Committee has been called to Washington for Tuesday morning and will be held in session for the NAB Code meeting to be held Wednesday (Sept. 27).

A group producing recorded programs headed by Major J. Andrew White, of the American Broadcasters, New York, has asked to be heard in connection with the Broadcasters' Code. Among those associated with Major White in this are (Charles) Winninger, McNamara & Culbertson, Osborne & Souvaine, Allied Productions, Broshen Enterprises, Leading Attractions, Inc., Joyce A. Vertchamp, Georgia Backus (News Events, Inc.), Pete Dawson-Jesse Butcher, Inc., R. A. Wachsman and George Mack.

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AYLESWORTH DESCRIBES NEW RADIO CITY STUDIOS

A six-page statement by Mr. M. H. Aylesworth, President of the National Broadcasting Company was released September 19, giving a detailed description of the new studios and offices occupying 12 floors in Radio City which will be opened officially on Tuesday, November 15 with a special inaugural program. A statistical summary which Mr. Aylesworth gives with regard to new layout follows:

NBC space - 400,000 square feet; number of studios - 35; Number in operation at opening - 16; Miles of wire in NBC quarters - 1,250; miles of cable - 89; Microphone outlets - 250; Soundproof Doors - 296; Electric Clocks - 325; Wall Fabric - 244,908 sq. ft; Drapes - 4,698 sq. feet; Rockwool for Sound-Proofing - 500,000 pounds (11 carloads); Perforated Transite for Sound-Proofing - 153,600 sq. ft.

Mr. Aylesworth emphasizes the preparations which have been made to take care of visitors who wish to witness the broadcasts. This struck a visitor from Washington as being one of the outstanding features of the new set-up. Visitors are taken by special elevators to the fourth and ninth floors, on which are balconies overlooking the two and three story studios. The hall walls are lined with plate glass windows so that visitors may see what is going on in the studios. In the second largest studio, dedicated to the Radio Guild, and for presenting dramatic productions, there is a stage and glass curtain so that visitors may witness the program without disturbing the players.

This is the second largest studio in the place - 50 x 89 feet. The largest studio is 78 x 132 feet and is three stories high. It has a stage which can accommodate a 100 piece orchestra and there are provisions for 250 spectators.

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BUSINESS LETTER NOTES

Col. George M. Studebaker, scion of the pioneer Indiana manufacturing family, and backer of Colin B. Kennedy when the latter opened his radio factory at South Bend, has filed a bankruptcy plea with assets of less than $5,000 and debts of $2,500,000.

Colonel Studebaker, who is now 68 years old, and whose fortune several years ago was valued at clost to $4,000,000, was a victim of the Insul Utilities collapse.

The New York radio-electrical show in Madison Square Garden attracted 15,000 visitors Wednesday and it was estimated that the attendance by closing time Thursday night would reach 30,000, assuring the exhibition of financial success. It was reported that the number of orders taken at the show was highly satisfactory to the exhibitors.

Announcement has been made by the Treasury Department of the allowance of drawback on radio condensers manufactured by the Radio Condenser Company, of Camden, N. J., with the use of sheet aluminum.

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RCA APPEAL SUSTAINED IN CABLE RADIO TUBE SUIT

The United States Circuit Court of Appeals for the Second Circuit has handed down a decision sustaining the contentions of the Radio Corporation of America in a suit against Cable Radio Tube Corporation. The decision affirms previous decisions of the District Court of the United States for the Eastern District of New York, from which the defendant appealed to the Circuit Court.

An appeal was taken after the Federal District Court adjudged the tube company in contempt and imposed fines for violation of writs of injunction forbidding it to continue to manufacture radio tubes defined in the Court's decree in 1930 as violations of RCA patents. Consolidated with the tube company's contempt appeal was its appeal from a denial by the same Court of a motion to vacate or modify the injunctions.

After a full discussion of the various contentions of the tube company, the Circuit Court of Appeals in an opinion written by Judge Augustus N. Hand, held the defense was "unsubstantial" because the existence of the alleged, unwritten, special privilege agreement was "inherently improbable"; that "its authorization by the Radio Corporation was insufficiently shown", and that "it could not be proved owing to the statute of frauds."

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C O R R E C T I O N

In connection with an item about the beneficial treatment of ultra-short waves in deep seated abscess cases, noted by Dr. Erwin Schliephake a German physician, which we reported September 15, there appeared a reference to a radio set developed by Dr. Willis A. Whitney of the General Electric Co. which (we wrote) "he claimed was capable of killing bacteria".

This we are informed by Mr. J. Liston of the Publicity Department of the General Electric Company was not quite accurate.

"We would suggest", Mr. Liston writes, "the following wording, 'A radio set was developed several years ago by Dr. Willis R. Whitney of the General Electric Company which has proved effective in treating a number of diseases by the production of artificial fever.'"

R. D. H.

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WOULD DISREGARD QUOTA FOR LOCAL REMOTE REGION STATIONS

To better serve remote regions in overquote States, Federal Radio Commissioner Lafount would allow stations of 100 watts or less erected without being charged to the quota. Commissioner Lafount, however, added the proviso that such a station be located at least 100 miles from a 5,000 watt station, at least 75 miles from any station of 250 or more watts and less than 5,000 watts and 50 miles from any station classified by the Commission as local.

Commissioner Lafount made a motion to this effect at the last meeting of the Radio Commission and it is believed that it will be favorably acted upon by the Commission.

Commenting on the motion, Mr. Lafount said:

"This plan would make possible the establishing of a few 100 watt stations in communities not now enjoying good radio reception, and would eliminate about thirty existing local stations from quota charge; the object being to more nearly provide equality of radio reception."

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TREASURY ACTS IN TRADE-MARK VIOLATION

It appears that certain phonograph records are being imported in violation of the trade-mark rights of the RCA Victor Company, Inc., the Treasury Department is notifying Collectors of Customs, "and it is the practice of the foreign shippers to paste half-labels over the trade-marks prior to shipment of the records to this country, which half-labels are easily removed by the application of water."

The Treasury Department has held that "the covering of the trade-marks by pasting half-labels over the same does not constitute an obliteration as provided or contemplated by the law, and the importation of such merchandise should be prohibited when consigned to a person or firms other than the RCA Victor Co., Inc.

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WBAL STAGES FIRST EXHIBIT AT MD. STATE FAIR

Marking the first time in the fifty-three years of the Maryland State Fair that a broadcasting station has ever been included among the exhibitors, WBAL, Baltimore, put on quite a show at the Fair at Timonium recently.

Frederick R. Huber, Director, arranged for display space to give thousands of listeners a vivid eye impression of WBAL and its many programs and products.

WBAL's exhibit was strikingly placed in the centre of Exhibition Hall, the main show building on the Fair grounds, and no matter what door the visitors entered, the first thing that caught the eye was the beautiful black and silver sign that topped the exhibit and heralded "The New WBAL". The entire show was arranged against a background of golden-rod and black (WBAL's station colors) while the various displays themselves were in many vivid shades, so that the general effect made this one of the most brilliant displays in the entire hall. A spot-light played constantly on the glittering "New WBAL" sign.

Visitors to the Fair, which numbered approximately 80,000 persons, continually thronged the Exhibition Hall and from the moment the Fair opened until it closed, there was a constant press of people about the WBAL exhibit. Among those who expressed pleasure at the display of WBAL was Governor Albert C. Ritchie, who remarked he thought this exhibit was "fine and very worth while". A WBAL microphone stood at one end of the exhibition display space, while two turn-tables each 6 ft. in diameter, and placed at each end of the exhibit gave a moving exhibition of various products, artists' pictures and other special features. There was also included a comprehensive display of vacuum tubes, from the smallest to the largest in use at WBAL. Various slogans and signs told listeners about the new WBAL, its efficiency and dependability and its 10,000 watt power, its new antenna system, and other salient facts regarding the station and of general interest to the listener.

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WYNN PROMISES 16 STATION NETWORK FOR OPENING

Invitations for the Amalgamated Broadcasting System (Ed Wynn's chain) grand opening Monday night (September 25) have reached Washington. Also the definite assurance that at least 16 stations will be included in the network that night.

As yet the program which will last four hours, is in a tentative form but includes greetings from Washington and from radio, stage and screen celebrities in New York.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Sept. 22,1933)

WBZA, Westinghouse Electric & Manufacturing Co., Springfield, Mass., license covering changes in equipment, 990 kc., 1 KW, unlimited time when synchronized with WBZ; KGFX, Dana McNeill, Pierre, S. Dak., license 630 kc., 200 watts, specified hours (9:30 A.M. to local sunset); WOAI, Southern Equipment Co., San Antonio, Texas, modification of license to change corporate name only to Southern Industries, Inc.; KLCN, Charles Lee Lintzenich, Blytheville, Ark., modification of C.P. extending completion date to Nov. 1, 1933; WPTF, WPTF Radio Co., Raleigh, N. C., authority to operate Tuesday, Oc. 10 to 11 P.M. and Wed. Oct. 11 to 2 A.M., Oct. 12, EST, simultaneously with KPO, San Francisco; KRMD, Radio Station KRMD, Inc., Shreveport, La., authority to operate specified hours and days in Oct. and Nov. for football games; WSUI, State University of Iowa, Iowa City, Ia., special temporary authority to operate from 10 P.M. to 12 midnight, CST, Oct. 20 and 21, 1933; WICC, Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., special temporary authority to operate from 7 to 8 P.M. EST, Oct. 2, 3, 4, 5, 6, 9, 10, 11, 12, 13, 16, 1933, provided Station WCAC remains silent.

Also, WHEW, Richard E. Byrd, "Bear of Oakland", Boston, Mass., 3rd class public radio station ship license to expire Feb. 1, 1935, frequencies above 3000 kc. for ship telegraph service in conformity with Rule 285a to communicate primarily with coastal and maritime mobile stations, and with amateur stations, provided no interference is caused, and no pecuniary interest is involved; also KJTY, RichardE. Byrd "Pacific Fir", Boston, Mass., 3rd class public radio ship license to expire Feb. 1, 1935, frequencies above 3000 kc. for ship telg. service in conformity with Rule 285a and frequencies above 6000 for ship telephone service in conformity with Rule 285b except 8830, 13215, 17640 kc., to communicate with coastal and maritime mobile stations and with amateur stations, provided no interference results, and no pecuniary interest is involved; City of Albany, Albany, N. Y., C.P. for police service, 2414 kc., 100 watts, unlimited time; WPET, City of Lexington, Lexington, Ky., modification of police serv. license to increase power from 200 to 500 watts.

Also, National Broadcasting Co., Inc.: New, portable and mobile, C.P. for general experimental service, 1594, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 kc., and above, 100 w.; New, - general experimental C.P. 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, 150 watts; W9XA, Denver, Colo., renewal of experimental special license, 830 kc., 12.5 KW; RCA Communications, Inc. WQB, New Brunswick, N. J., modification of license to change primary points of communication from Port-au-Prince, Santo Domingo, Paramaribo, and Curacao to Brussels; Aeronautical Radio, Inc.: WAEQ, Elmira, N. Y., aviation-aero. license, 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlimited, 4917.5, kc day only, 400 watts; KGTF, Fort Worth, Texas, aviation-aero. pt. to pt. license, 2316, 2356, 3467.5, 4740 kc., unlimited, 6540, 6550, 6560, 8015 kc., day only, 150 watts; Western Air Express, Inc., on aircraft, authority to operate on aircraft station as a broadcast pickup station on Sept. 24, to broadcast talk by Elliot Roosevelt, program to be rebroadcast by KSL, Salt Lake City.

Renewal Of Licenses

For the regular period: WCAM, Camden, N. J., WCAP, Asbury Park, N. J., WLB, Minneapolis, WRR, Dallas, WSBT, South Bend, Ind.; WTNJ, Trenton,NJ., KGBZ, York, Neb., KVOR, Colorado Springs, Colo., and KWSC, Pullman,Wash; WHA, University of Wisconsin, Madison, Wis., and KWWG, Frank P. Jackson, Brownsville, Texas, granted temporary licenses subject to such action as the Commission may take on their pending application for renewal.

Action On Examiners' Reports

WJBY, Gadsden Broadcasting Co., Gadsden, Ala., granted application to reconstruct and operate station at new location in Gadsden, sustaining former Chief Examiner Ellis A. Yost; WDRC, WDRC, Inc., Hartford, Conn., granted an increase in power from 500 watts to 1 KW on present frequency - 1330 kc., sustaining former Chief Examiner Yost; WGNY, Peter Goelet, Chester Township, N. Y., granted increase in power from 50 to 100 watts, sustaining Examiner George H. Hill.

Ratifications

Action taken Sept. 9 - New, KFAB Broadcasting Co., Lincoln, Neb., granted CP 2478 kc., 2 watts, also authorized to use station from Sept. 22 to 24 inclusive; Action taken Sept. 16: KWKC, Wilson Duncan Broadcasting Co., Kansas City, Mo., granted authority to take depositions of certain witnesses on Sept. 21 at Kansas City, in re their application for modification of license; Action taken Sept. 19: KDWS, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate transmitter aboard vessel President Roosevelt, pending receipt and action on formal application, 375 to 500 kc., 50 watts; WKBH, WKBH, Inc., LaCrosse, Wis., granted special temporary authority to operate one week with 500 watts, pending repairs to generator; Action taken Sept. 20: granted special authority to construct and operate station, frequencies 1560 and 2390 kc., 7.5 watts, period of operation Sept. 20 to 25, also authorized to operate station KIGA during this period in connection with search being conducted in northern Minnesota (This latter ratification refers to New and KIGA, National Battery Broadcasting Co., St. Paul, Minn.)

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711 Fifth Avenue, New York, N. Y.

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

Miss Sprague

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No. 659

GERMANY BUILDS HIGHEST RADIO TOWER WITH AMERICAN LUMBER

A wooden radio tower, the highest ever attempted, 624 feet high and built of American Southern pine, is at present under construction for the German government at Koblenz, Axel H. Oxholm, Chief of the Lumber Division of the Department of Commerce reports. The Germans decided to use American pine only after diligent investigation.

According to Mr. Oxholm, who has made a special study of the European wood construction methods, these timber radio towers are built under the new European system of "connector construction." These connectors consist of disks, plates or rings, inserted between the members to be joined and held together with a bolt. This distribution of the load results in strengthening the joints from four to eight times. An appreciable economy in wood construction costs and the securing of the maximum efficiency from the construction material used are the main advantages. More than fifty wooden towers from 200 to 500 feet have already been erected in Europe, chiefly built of American woods, according to Mr. Oxholm.

Earlier this year a handbook, "Modern Connectors for Timber Construction" on this construction system and its application to American conditions for a multitude of purposes, such as bridges, docks, warehouses, etc., was published under the joint auspices of the Departments of Commerce and Agriculture. Already satisfactory results have been reported in regard to practical application of the modern connector system in America. The handbook may be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 15 cents a copy.

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BIG SIX UNIVERSITIES BAR FOOTBALL BROADCASTS

There will be no football broadcasts from the "Big Six" universities in the Middle West this season.

"Radio broadcasting has been a problem to the conference for some time", C. L. Brewer, representing the organization, said. "It was felt by several directors that broadcasting reduced attendance, but some schools as a matter of policy have hesitated to banish radio from the press box. With the lowering of admission prices this year, however, and the necessity of drawing larger crowds, action of some sort was imperative. The newspapers have objected and there is considerable competition among the radio stations to broadcast the games."

The insitutions which make up the "Big Six" are the Universities of Nebraska, Oklahoma, Kansas and Missouri and Kansas State andIowa State colleges.

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ED'S NEW DEAL DIDN'T SOUND SO NEW

Ed Wynn's "new deal" in radio on the opening night, at least, despite promises to the contrary, seemed to be more of the same. As "great oaks from little acorns grow", the new network's offerings will doubtless improve with time but there wasn't much to write home about in the initial presentation.

This criticism is made in the friendliest spirit possible because of kindly feeling towards Ed Wynn and Ota Gygi, and with allowance for the hardships and discouragements they have encountered in getting such an ambitious project started.

Ed Wynn himself was badly missed the opening night. If he had not been detained in Hollywood and his present contract would have allowed him to participate in the program as master-of-ceremonies, he could have worked wonders in putting the thing over. Anyone who has seen the way Ed Wynn keeps one of his theatrical performances going will doubtless agree with this.

Mr. Wynn sometime ago told the writer that he hoped later to act as master of ceremonies on his own chain and maybe be heard at intervals throughout an entire evening's program. Ed could probably do this and be one person in a thousand who could get away with it. Certainly he would have been a life-saver the opening night. Norman Brokenshire did a fairly creditable job but was far from being an Ed Wynn.

Despite the enterprise of LeRoy Mark, of Station WOL, in assembling notables at the Washington end of the line, this part of the program didn't add much to the "tout ensemble". Postmaster General Farley's welcome was pretty much the conventional speech of a political glad-hander. Instead of confining himself to a greeting to the new network, he took the opportunity to pin a large bouquet on the exceptional service he said the Post Office Department is now giving to the people. He also praised highly the accomplishments of the Roosevelt Administration. In fact the P.M.G. got so far afield of radio or the Wynn network that a listener remarked, "He reminds me of the fellow in the old California yarn who at a funeral said, 'Not knowing much about the deceased, I'll take this opportunity to say a few words about the delightful California climate.'"

Judge Eugene O. Sykes, Chairman of the Federal Radio Commission did much better. What he had to say was short and to the point but the same couldn't be said of Sol Bloom who followed him.

There were a few words from Curtis Dall, son-in-law of the President, who is the Chairman of the Board of the new chain. This was probably the first time this young man has been heard on a network.

Mr. Gygi introduced former Representative LaGuardia, New York mayorality candidate. Congratulatory telegrams were read from George M. Cohan, Mayor O'Brien, of New York, M. H. Aylesworth of the National Broadcasting Company, Lee Shubert, Mayor Hague, of Jersey City, Morton Downey, David Sarnoff of the Radio Corporation of America and a message from Dr. Lee DeForest, who took a shot at present day radio programs which he hoped Ed Wynn would improve. A telegram of congratulations was sent by Harry C. Butcher, manager of Station WJSV, Columbia's station in Washington to LeRoy Mark, owner of WOL, the affiliated Wynn station in Washington.

R. D. H.

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BROADCASTERS TO HAVE BUSY CONVENTION

The NRA Code and the Copyright fight will be among the many important matters to be discussed by the National Association of Broadcasters at their convention at White Sulphur Springs which begins Sunday, October 8. There will be a meeting of the Board that evening at 7:30 o'clock followed by a musical program for all delegates at 8 o'clock.

Judge Sykes will be the first speaker Monday morning discussing "Radio Developments Since the Passage of the Radio Act of 1927". There will be reports by A. J. McCosker, President of the Association and Philip G. Loucks, Managing Director. Edgar L. Bill will review the work of the creation and operation of the Program Clearing House. Tax problems of the Broadcasters will be discussed by E. M. Elkin.

John V. L. Hogan, Consulting Engineer, will tell for the first time Monday evening about the new and novel developments in visual broadcasting, emphasizing possible commercial applications of this art by broadcasting stations. Dr. C. B. Jolliffe, Chief Engineer of the Radio Commission, will discuss developments in technical aspects of regulation. Joseph Chambers, Chairman of the Engineering Committee will report on the subject of increased power for broadcasting stations.

John Benson, President of the American Association of Advertising Agencies, will tell the convention Tuesday morning "What the New Deal Means to Advertising Agencies and Broadcasting Stations." H. K. Carpenter, Chairman of the Commercial Committee, will give recommendations on station relations with advertising agencies and special representatives on standardizations of units of sale, station surveys, merchandising operations and standardization of commercial forms.

Oswald F. Schuette, NAB Copyright Director, will review the copyright fight to date on Tuesday night and discuss the aims and purposes of the Program Foundation. Newton D. Baker, the Association's Copyright Counsel, will discuss the present status of copyright litigation and the evening will close with a special report of the Copyright Finance Committee, of which I. D. Levy is Chairman.

John W. Guider, of the Code Committee, will present the NRA situation at the meeting Wednesday morning. Arthur Church, Chairman of the Cost Accounting Committee, will likewise bring out recommendations with respect to carrying forward the work of uniform accounting by the Association. James W. Baldwin, who was the special representative of the NAB at Mexico City, will tell about the conference and offer his recommendations for the solution of the North American allocation problem. Henry Bellows will report in behalf of the Legislation Committee, and William S. Hedges will outline the revisions of the constitution and by-laws. The officers will be elected at this session.

There will be a meeting of the Board of Directors Wednesday night followed by a banquet which will close the convention.

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A WEATHER REPORT WITH SOUND EFFECTS

If somebody else hasn't thought of it before, K. H. Berkeley of the NBC in Washington has hit upon an idea which he should have patented. Casting about for a feature to relieve the summer ennui, he decided to put on a "Daily Almanac." Not bad for a starter, but then came the big thought - why not, to be used as part of the "Almanac", a weather report with sound effects?

Locusts buzzing if the weather is to be hot, birds singing if it is to be fair and rain and howling wind if it is to be stormy. The rest was easy, for WRC has filed away on records, all sorts of sound effects ready to be used at a moment's notice, thunder, lightning crashes, everything.

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INTERNATIONAL SHIP SIGNAL LETTER CHANGES

By international agreement, the international signal letters of ships, published in the U. S. Navy Call Book, as well as in Department of Commerce publications, will on January 1, 1934, be changed to agree with their radio calls. A new edition of the Navy Call Book, Part II, effecting those changes, will be issued prior to that date.

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TURKEY OFFERS LIKELY FIELD FOR AMERICAN RADIO SETS

If United States exporters of radios would liberalize their credit policy in Turkey and at the same time carry on a systematic advertising campaign, they could greatly expand their business in that market, according to Commercial Attache Julian Gillespie in a report to the Commerce Department.

American sets, he points out, continue to arouse a very lively interest among dealers but extensive sales are hampered because it is impossible to allow the same credit terms for American radios as is granted by competing lines.

At the present time about 70 per cent of Turkey's radio business is in the hands of two producers, one Dutch and one German. Most European radios sold in this market are equipped with receiving sets capable of receiving on wave lengths of 200 to 2,000 meters.

Prospects for the sale of receiving sets of 10 to 2,000 meters wave length appear to be favorable, the report states, and it is these particular types of American sets that arouse the most interest in Turkey.

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FRED STONE PROVES DISAPPOINTING

Although one might think Fred Stone would be a radio natural, his radio performance in "The Red Mill" revival Sunday night was disappointing. The fact is dialogue from the old-time musical comedies when given over the radio without scenery, without an audience and without the makeup and personality of the comedian, is out of date and creaky and simply doesn't go.

It is sad to report this in the case of such an old favorite as Fred Stone. George M. Cohan readily adapted himself to the radio because he was able to bring his material up-to-date.

Victor Herbert's music for "The Red Mill" stands the test of time much better than the dialogue. A feature of the broadcast was Miss Dorothy Stone whose voice both when speaking and singing over the radio was very pleasing.

R. D. H.

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BUSINESS LETTER NOTES

A new list of Special Experimental Shortwave stations has just been issued by the Federal Radio Commission.

Columbia is getting under way with an intensive publicity campaign in connection with its proposed broadcasting of regular programs from Antarctica to the United States. Edward K. Cohan, technical director of Columbia, will load 5000 pounds of broadcasting equipment on Admiral Byrd's flagship, the S.S. "Jacob Ruppert".

Station KSOO, of Sioux Falls, S. D., has abandoned its appeal from a Federal court preliminary injunction to prevent use of Associated Press news dispatches. Attorneys in the case announced that a stipulation for dismissal of the appeal to the Circuit Court of Appeals had been signed.

This leaves final determination of the issues to the Federal Court, where the preliminary injunction was issued last April, ordering the broadcast company to cease using the Associated Press dispatches without authorization.

"Radio circles in New York are buzzing with the threat to their latest development - the automobile radio", James McMullin writes in the "National Whirligig" published by the McClure Syndicate in New York City. "The exhibition of wireless sets for cars was suddenly and officially banned for the British Automobile Show in October. It is believed that the Ministry of Transport has ruled road music out as dangerous. Radio manufacturers here are much perturbed by this cutting off of a new market and are worried lest our Administration follow suit."

Mr. McMullin reports, in connection with the great Nazi drive to convert American public opinion that a heavy schedule for radio broadcasts has been prepared to be delivered over a multitude of population-checked local stations throughout the United States. The big hook-ups are out.

Operators of four small radio stations in west Texas, including the Rev. Sam Morris, pastor of the First Baptist Church, Stamford, were indicted by the Federal grand jury at Amarillo for operating without licenses.

A warning is sounded by the Bureau of Foreign and Domestic Commerce with regard to the importance of exporters living up to the specifications of foreing countries. Failure to comply with specifications caused the loss of an important market for American doors in Sumatra.

In a public construction project over 1,000 doors were required, and an initial order for 300 American doors was placed. Upon arrival it was found that these doors did not come up to specifications, and the additional 1,000 doors which were needed were procured from Europe. Thus in this manner a valuable opportunity has been lost to American exporters to extend the market into a new field.

No decisions were handed down by the Radio Commission Tuesday (September 26).

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MARCONI TO BE ACCORDED GREAT RECEPTION

Marconi will arrive in New York City on the Italian liner "Conti di Savoia" Thursday (September 28) entoute to the Chicago Exposition where "Marconi Day" will be observed Monday, October 2.

As the "Conti di Savoia" brings the Marchese and Marchesa Marconi up the New York bay, a description of their arrival will be broadcast. The following day the inventor will be invited to visit the New York office of R.C.A. Communications, Inc., and inspect the new NBC studios in Radio City as examples of the most modern installations for radio broadcasting.

Marchese and Marchesa Marconi will remain in New York two days prior to their departure for Chicago. They will be met by David Sarnoff, President of the Radio Corporation whose guests they will be in America. On Friday night General Harbord and Mr. Sarnoff will give a dinner for Marconi at the Ritz Carlton.

The Marconi party will leave for Chicago Saturday afternoon. On Saturday evening, while they are enroute, the NBC will present a program portraying the rise and service of radio and dramatizing important episodes of Marconi's work. The broadcast will announce the opening of Radio Progress Week, which begins October 2.

Representatives of the city, the Century of Progress, the Italian Government, and the American Legion will meet the Marconis upon their arrival in Chicago. After attending church services with his wife, the inventor will be the guest of the Italy-America Society at luncheon.

On Sunday night the Italians of Chicago will honor their distinguished countryman with a dinner, at which the Hon. Joshau d'Esposito will be toastmaster. The program will be broadcast.

During her stay in Chicago, the Marchesa Marconi will be the guest of Mrs. Rufus Dawes and Mrs. J. Hamilton Lewis, hostesses of the Fair.

On "Marconi Day", October 2, Marconi will first attend the opening of the American Legion Convention, where he will speak briefly.

A luncheon at the Museum of Science and Industry will be followed by an inspection of the Museum's scientific collection. The Marconi party will be received by officials of the Fair with a guard of honor. In the Court of the Hall of Science greetings will be extended by Rufus Dawes, and Governor Horner of Illinois. Dr. Arthur H. Compton, physicist, will make an address in recognition of Marconi's achievements in science, and Judge John W. Van Allen representing the Radio Manufacturers' Association, will present a testimonial.

As a climax, it is planned to turn on the lights at the Fair by a radio impulse started in Italy when the planet Saturn comes into the field of a telescope in the Florence Observatory. The reception in the Court of the Hall of Science will be broadcast by NBC in the United States and Italy.

After the ceremony Marconi will receive a degree conferred by Northwestern University. Marconi will return to the rostrum in the Court at 7 o'clock to receive radio greetings from the nation.

In the evening of Marconi Day, Marconi will attend a dinner of the American Legion, and on Tuesday will review the Legion parade.

The Dante Alighieri Society will be host at a luncheon on Tuesday. Marconi will view the Marconi apparatus in the Hall of Science. A reception will be given in his honor at the Italian Pavillion of the Fair which will be broadcast to Italy.

A dinner on Tuesday evening in the Administration Building will conclude the formal program.

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N. Y. SHOW IS SALES GETTER

The Electrical and Radio Show sponsored by the Electrical Association of New York which began last Wednesday and will last until next Saturday (Sept. 27) is apparently not only proving itself a great surprise in attendance but in the sales momentum it is gathering.

The attendance, which has been increasing day by day, last Saturday (with an admission of 25 cents charged) was approximately 30,000 taxing the capacity of Madison Square Garden. The total paid gate of the Show up to Saturday night was $68,009. The Sunday crowd was estimated at 20,000.

Buyers, impatient about waiting for new models, made selections from the receivers and home electric appliances on display in the various booths and ordered the merchandise delivered directly to their homes.

In previous years people have been content to await the arrival of the new merchandise in the retail stores.

"An official of a large radio manufacturing concern said that he had never seen so many direct selling leads accrued in one day from contacts between his salesmen and the public", Orrin Dunlap, Jr., observes in the New York Times. "As a result of the wide interest of the visitors in the models on display, dealers are reported to be ready to increase their orders from factories."

"This show is the best I have seen in 7 or 8 years", said Benjamin Gross, of Gross Sales, Inc. "Tremendous interest is being shown in the new models. We believe this denotes at least a 25% increase in the general radio business of October over what our trade would have been without a show. The industry is definitely on the up-grade."

Already there is talk of holding a second show in New York next year with a follow-up exhibition in Chicago. The Madison Square Garden officials were so surprised and pleased with the success of the show that they have organized a "Show Division" to promote similar exhibitions among other industries.

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JOHNSON ILLNESS WILL NOT HALT RADIO CODE

It is not believed the illness of Gen. Hugh S. Johnson, who is in Walter Reed Hospital following a surgical operation, will interfere with the progress of the Broadcasters' Code. There will, of course, be added duties for Deputy Administrator Sol Rosenblatt but as far as known, he will continue with the shaping of the Broadcasters' agreement and will preside at the hearing which is scheduled for 10 o'clock tomorrow (Wednesday) morning at the Hotel Raleigh in Washington.

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SEES RADIO AND MOTION PICTURES IN ADMINISTRATION FAVOR

Called "A Lamp-Post Interview on Pennsylvania Avenue" by Marlen Pew, the following appears in the "Editor & Publisher":

"Q. Are newspapers in high favor with the present administration at Washington?

"A. No, newspapers are not in high favor in any department at Washington.

"Q. What mediums are in high favor there?

"A. Radio, and motion picture.

"Q. Why is that?

"A. First because they can be commandeered at a moment's notice, without expense, and used exactly as if government properties. They question nothing, have no opinions, are removed from the great political controversies, and offer what is called direct contact with a considerable section of the sovereign voting population. Radio has to dance to Government tunes because it is under Government license. Motion pictures take anything that looks like good entertainment and regard the Government as a prolific source of inexpensive scenery and talk. The Navy is somewhat operated for Hollywood effects. Naturally both radio and motion pictures are effective instruments in a national crusade which depends in considerable part upon emotional appeal.

"Q. It is noticed that Gen. Hugh Johnson sedulously avoids giving credit to newspapers as an important means of communication. Does this mean he is deliberately unfriendly to newspapers?

"A. The Administration, including all of its chief officials, cannot be called deliberately unfriendly to the press. As a rule they give newspapers an easy 'go by.' The President, on the contrary, is very friendly and time and again has expressed high appreciation of press service. He has said he was dumbfounded by the almost unanimous press support given his administration and his only complaint was that newspapers were not sufficiently critical; he wished for prompt and constructive suggestions. General Johnson, who is a lovable fellow among reporters, takes a rather hard-boiled attitude and thinks about the press just about as does Paul Y. Anderson and a few more Washington correspondents who are his close friends and intimate advisors. General Johnson is more appreciative of his writing friends at Washington than of their publishers and editors."

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COLUMBIA NEW AND RENEWAL CONTRACTS

Brille Manufacturing Co., Brooklyn, N. Y. (Household scouring soap); Starts - October 1, 1933, Sunday 11:45 to 12 noon; Network - New York, Philadelphia, Boston, Hartford, Providence, Springfield; Program - Tito Guizar, the Mexican tenor and the Three Brille Harps; Listing - Midday Serenade; Agency - Frank Presbrey & Co., New York.

King's Brewing Co., Brooklyn, N. Y. - Extension of Network and renewal; Started - Sept. 23, 1933; Saturday - 7:30 to 8 P.M. (formerly heard on WABC only Mondays at 6:45 to 7 P.M. - Albany, Syracuse, Buffalo added 8/28/33); Network - New York, Albany, Syracuse, Buffalo, Hartford, Providence, Boston, Bangor, Washington; Program - Fred Berren's Orchestra, Jane Froman, soprano and Charles Carlile, tenor; Listing: King's Henchmen; Agency - Trades Adv. Agency, New York City.

C. F. Mueller Co., Jersey City, N. J. (Renewal) (Macaroni and spaghetti); Started: Sept. 13, 1933; Air time: Mon. Wed. Friday, 10:15 to 10:30 A.M.; Network - Albany, Boston, Buffalo, Cincinnati, Cleveland, Detroit, New York, Philadelphia, Pittsburgh, Providence, Syracuse, Washington; Program - Songs and patter; Listing: Bill and Ginger; Agency - E. W. Hellwig Co., New York City

Louis Phillippe, Inc., Chicago, Ill. (Renewal); (Cosmetics); Started September 5, 1933, Tues. Wed. Thurs. Fri. - 1 to 1:15 P.M.; Network - New York and 24 stations to coast; Program - script act; Listing: Marie, the little French Princess; Agency - Blackett- Sample-Hummert, Inc., New York City.

Pillsbury Flour Mills Co., Minneapolis, Minn.; Started September 11, 1933; Mon. Wed. Fri. - 11 to 11:15 A.M.; Network - New York and 21 stations to Middle West; Program - Home economics Mary Ellis Ames; Listing: Kitchen Close-Ups; Agency - Hutchinson Adv. Co., Minneapolis, Minn.

R. B. Davis Co., Hoboken(Baking Powder) Starts: October 2, Thurs. 9:45-10:00 A.M.; Program - The Mystery Chef; Stations - 10 basic; Agency - Ruthrauff & Ryan, New York City.

Gulf Refining Co., Pittsburgh, Pa., Renews October 27; Program - Irvin S. Cobb - Wed. Fri. 9:00-9:15 P.M. Stations - 18 basic, plus 26; Agency - Cecil, Warwick & Cecil, New York City.

The Ex Lax Company, Brooklyn, N. Y.; Starts - Sept. 25, Mon. 9:30-10:00 P.M., Program: - Musical; Stations - Basic, Don Lee, plus 9; Agency - The Joseph Katz Co., N. Y.

Chappel Bros., Rockford, Ill. (Ken-L Ration); Starts: October 15, Sun. 7:45-8:00 P.M., Program - Rin-Tin-Tin Thriller; Stations - 15 Basic network; Agency - Rogers & Smith, Chicago,Ill.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

Miss Sprague

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No. 660

ROSENBLATT CRACKS THE WHIP AT CODE HEARING

Following the public hearing, Deputy Administrator Sol A. Rosenblatt is redrafting the Broadcasters' Code into final shape. He said that something would be worked out that aimed at justice to all. Guesses as to when the Code might reach the President varied all the way from two days to two weeks.

Mr. Rosenblatt lost no time taking up with his advisors and the Broadcasters' Code Committee the testimony offered at the hearing. The latter included Edward Nockles, of the Chicago Federation of Labor, Labor Advisor; G. A. Renard, Director of the National Association of Purchasing Agents, Consumer Advisor; D. A. Wallace, Research and Planning Advisor; L. M. Smith, Legal Advisor, and James W. Baldwin of the National Association of Broadcasters, Industrial Advisor.

John Shepard III, of Station WNAC, Boston, in the last minute was appointed a Special Industry Advisor. After Mr. Rosenblatt and those associated with him approve the Code, it goes to Gen. Hugh S. Johnson for review. Despite the number of Codes which are submitted to him, the General is said to go over them with a fine tooth comb.

General Johnson then submits the Code to President Roosevelt. The agreement becomes effective two weeks after the President signs it.

This writer has been covering hearings since Hector was a pub but never has he seen anybody crack the whip and make them jump through the hoop as did Administrator Rosenblatt at the Broadcasters' Code hearing. Former Secretary of Commerce Hoover used to be quite a disciplinarian at the old radio hearings but he was a tyro compared to Sol Rosenblatt.

During Rosenblatt's sharp questioning some of the witnesses seemed to be like school boys who were afraid they couldn't give the right answer and might get a crack over the knuckles. One witness, as if in fear, actually trembled.

At a sign of the slightest disturbance in the audience, Rosenblatt would rap his gavel vigorously. John W. Guider, Code Counsel for the Broadcasters, who had left his seat to ask someone a question, was called to order by Mr. Rosenblatt loudly hammering with the gavel. Mr. Guider hurriedly returned to his seat after nodding an apology to the Administrator. Two Government policemen were at the hearing, evidently to keep order, but they weren't needed with Rosenblatt on the job.

At the beginning of the session, Mr. Rosenblatt said the so-called "merit clause" had been struck out of the proposed Code. It read: "The selection, retention or advancement of employees should be on a basis of individual merit, without regard to their affiliation or non-affiliation with any organization. Nothing herein shall impair the constitutional right of employers to freedom in the selection, retention, and advancement of employees."

Alfred J. "Hollywood" McCosker, President of the National Association of Broadcasters, said that recognizing the new duties and functions it will assume under the Recovery Act, the Association would adopt the revised constitution and by-laws at the annual meeting at White Sulphur Springs designed to make it possible for smaller stations to join the Association at a monimal cost.

Mr. Rosenblatt seemed to be very much concerned with regard to the small station membership provision and demanded assurance that it would be carried out not only now but in the future. Mr. McCosker assured him that the Association really welcomed these stations and was earnestly striving to meet every requirement of the NRA in this respect.

"In 1931, one of the industry's peak years, 94 stations, or 18.4% of all the stations, did a total business of less than $1,000 per month", Mr. McCosker testified. "Exactly one hundred additional stations, or 19.6%, did a business of less than $2,000 a month. 69 other stations, or 13.5%, did a business of less than $3,000 per month. Summarizing these figures, it may be seen that 51.5% of all radio stations did a total business of $3,000 per month, or less. These figures might well be compared to the volume of business done by thousands of small mercantile establishments."

Despite the fact that in 1931, expenditures for radio advertising time, over both networks and individual stations, totaled slightly over $70,000,000, Mr. Guider, Code Counsel for NAB declared that the industry as a whole has not as yet operated at a profit. Mr. Guider added that in connection with this statement, however, there should be taken into consideration the fact that many radio stations are owned by universities, municipalities, churches, schools, and religious organizations, and in most of these instances, it is not the purpose of the owner to operate the station for direct financial return.

Therefore, any too great increase in the financial demands made upon the industry, and especially upon the small broadcasters, will seriously threaten the stability of the industry and the very existence of small stations.

Compliance with the proposed code, plus voluntary plans for increased network employment, will increase by 765 the number of persons regularly employed in the industry. Incidentally, this will exceed by 354 persons, or approximately 3.2 per cent, the total for any previous period in the history of the industry.

"It is estimated that total payrolls under the proposed Code will be more than double those of 1929, the peak year in most industries, and will equal 93.2 per cent of the payrolls in 1931, a peak year for the radio broadcasting industry, notwithstanding the salary cuts in the higher brackets", Mr. Guider testified. "The immediate effect of the Code will be to increase existing payrolls at the estimated rate of $1,328,000 per year."

Mr. Guider said it must be remembered in a smaller station that the addition of one transmitter operator may mean a 33-1/3 or a 50 per cent increase in the station's technical staff.

Mrs. Annette R. Bushman, Vice-President of Allied Productions, Inc., representing the Broadway Producers' Group, stated that her organization was a new one in the program-production field and pointed out that there were no provisions in the Code covering radio talent. She proposed that the Code should take cognizance of this condition by an amendment providing minimum rates of pay for actors and musicians. Mrs. Bushman protested against pyramided commissions.

Frank Gillmore, President of the Actors' Equity Association, asked that free auditions be done away with. "When it doesn't cost prospective advertisers anything they don't care how many times they listen to a program", he said. Gillmore was against free radio appearances. Also the participation of studio employees in broadcasts.

J. N. Weber, President of the American Federation of Musicians, presented a brief in behalf of radio musicians and was assured by Deputy Rosenblatt that these would be taken care of in the Code.

The Chicago Federation of Labor, operators of Station WCFL, through its counsel, Ben F. Goldstein, presented in printed form a proposed modification of the Code which appeared at a casual glance to be almost a new Code as compared to that which the Broadcasters had submitted.

T. R. McLean, International Brotherhood of Electrical Workers recommended the same rates of pay for the smaller stations, with $40 a week pay for 40 hours work. He claimed that some stations had a work-week of 84 hours. This practice keeps an employee tied to his station for as long as 16 hours a day, he said.

The Radio Victor Company wrote requesting that it be made a violation to broadcast records without the consent of the manufacturer. H. A. Huebner, counsel for the American Record Corporation and the Brunswick Corporation, declared broadcasting shortened the life of records from 16 to 3 months. A restriction on record broadcasting would permit the record manufacturers to employ 100% more people.

"If they announced the name of the phonograph record dealer would that help?" Mr. Rosenblatt asked.

"No", Mr. Huebner replied, "The people would say why should I buy a record when I hear it all the time free over the radio?"

"In asking us to restrict the use of phonograph records", Mr. Rosenblatt interrogated, "don't you regard this as trying to get the NRA to do something you can't get done through the courts?" Mr. Huebner said the court process would be long and involved.

Alice M. Edwards, Executive Secretary of the American Home Economics Association, recommended the inclusion in the Code of a provision under which no network would knowingly broadcast false, misleading or ambiguous statements of articles which, by such misrepresentation, might impair the public health.

A. E. Haase, of the Association of National Advertisers declared that the advertisers wanted to get as much money as possible to the talent "because that is what makes a success of the program". He said the character of the performance interested the advertisers "who, after all, foot the bill. The witness declared the advertiser was more concerned with this than with the wattage of the stations. "We believe the performers to be happy must be well paid", he added.

Numerous advertisers have complained, Mr. Haase said, that they had to pay "commissions on commissions". The advertisers' success in radio depended entirely upon the quality of the performance. The result of the pyramided commissions practice was that the actor did not get the amount he or she was supposed to receive.

Mr. Haase read a statement typical of many complaints of this character. The statement said: "Too frequently the artist receives only a small percentage of the amount paid by the advertiser. There is too much mystery about the engagement of artists. It is suggested that a code for broadcasters should contain provisions that would prevent a perpetuation of such conditions."

Haase said that actors should not be paid any uniform rate. Pay should be proportionate to skill and radio personality. "The advertisers not only are willing but anxious to pay the actor well. But when the actor himself has to pay out so many commissions, the result is general dissatisfaction."

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Because they were to be sponsored by a brewery, the Minnesota University declined to allow its football games to be broadcast under those auspices.

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COHEN'S WIRED STATION ALIBI DIDN'T GET OVER

The Federal Radio Commission and the Department of Justice was successful in prosecuting Norman Cohen, who was indicted for operating a radio station with a license at Bridgeport, Conn.

Cohen contended that he was using wired radio and therefore no license was required. He further asserted that the signals from his transmitting equipment were emitted through the power lines of Bridgeport; from there were received at stations connected with these power lines, and, therefore, the system was not a radio station as defined in the Radio Act.

The Government contended that this transmitting equipment acted as a radio station and emitted signals through the air as any other station, which signals were picked up by receiving sets connected with antennas. The Commission proved that the station was heard in Connecticut by receiving sets with antennas, and when the antennas were disconnected, no signals were received. The Government showed by agents of the Federal Radio Commission, that the signals were received in New York State upon a receiving set not connected with power wires used by the transmitting station. The Commission proved that Cohen's system was not really a wired radio system but an ordinary radio station.

The verdict of guilty was on two counts - the operation of the station without an operator's license, and without a station license. Judge Fincks, who heard the case, fined the defendant $25 after a plea of leniency. This case is the first one coming up in which the question of wired radio has been involved.

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SMALLER STATIONS TURN DEAF EAR TO MERGER

"Stations in Illinois and Wisconsin are most militant in their demands for more time and more power, so as to increase their service area", according to Radio Commissioner James H. Hanley, who has just returned from conferring with them. "They are convinced that we are on the verge of a big trade revival and they are anxious to be prepared to take care of expected increased demands for radio facilities on the part of manufacturers and distributors of the necessities and luxuries of life."

Commissioner Hanley pointed out that until more radio channels are provided, it ~~is~~ impossible to grant their requests.

Commissioner Hanley received no encouragement when he suggested that the smaller stations get together and pool their radio facilities.

"Such mergers, in many instances, would solve the problem of many of the smaller stations and would not conflict in any way with the anti-trust laws", he explained. "But the licensees turned a deaf ear to my suggestion as they are convinced all radio stations face a bright future".

Commissioner Hanley received many complaints while in the Middle West regarding Dr. John R. Brinkley's station in Mexico.

"The people resent having reception in the United States spoiled by interference from his station. While I was not a member of the Commission when Brinkley, Rev. Bob Shuler, and Norman Baker were taken off the air, I am in thorough sympathy with that action. I am also glad that W. K. Henderson is going off the air as many of his broadcasts were intemperate and created unhealthy agitation.

"Progress is being made through diplomatic channels in clearing up the interference caused by stations in Mexico by discredited broadcasters from this country. Judge E. O. Sykes of the Federal Radio Commission, laid the foundation for an amicable adjustment. Mexico, when she learns all the facts, will no longer offer a refuge to such outlaws."

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DALL AND LAFOUNT HUNG UP IN ED WYNN ELEVATORS

Curtis Dall, son-in-law of President Roosevelt and Chairman of the Ed Wynn system and Federal Radio Commissioner Harold Lafount were among those who had experiences they doubtless will remember for sometime to come in stalled elevators in the crush of people who turned out for the chain's opening night.

"I don't believe I ever saw such a crush", Commissioner Lafount said. "The lobby of the building, the sidewalks in front of it and even the street were packed with people. There was hardly a fighting chance to get into an elevator. When one came the crowd would rush it and the operator was powerless to limit the number of passengers. The result was that the cars were badly overloaded, would blow out a fuse and stick.

"I was caught between the 24th and 25th floors for about 10 minutes. There were about 20 of us in the elevator including Mr. Orrin E. Dunlap, Jr., Radio Editor of the New York Times. One young lady fainted and I helped to try to revive her. I guess everybody had a good scare. Mr. Dall came up in the next elevator but this car also stuck and it was 10 or 15 minutes before it arrived. In the studios there were seats for 500 but I should say the crowd was nearer to 5,000."

Mr. Dunlap said when the car stalled the elevator operator appeared frightened and kept calling into a pilot telephone for help.

"I told him", Mr. Dunlap remarked laughingly, "that Ed Wynn had better equip the elevators with short-wave S.O.S. apparatus."

"I was told the station had booked no commercial business at the beginning, excepting a few spot announcements, but expected to pick up quite some business after the chain ran awhile and prospective sponsors had a chance to see what the programs were like", Mr. Lafount said further discussing the opening.

Another visitor from Washington described the studios as "a nice little average 1000 watt layout - a nice little beginning."

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BUSINESS LETTER NOTES

It is hoped that Marconi may be persuaded to remain in the United States until November 15 so that he may be present for the opening of Radio City.

Making no specific reference to a Montreal station supposed to be negotiating for a hookup with an American chain, Chairman Charlesworth of the Canadian Radio Commission has forbidden stations in that country to hook up permanently with broadcasting systems in the U. S.

"Plenty of army officers were among those present at the New York Radio Show's advance showing for the Press", James McMullin writes in the "National Whirligig". "Most of them, representing the Army Signal Corps and the Military Intelligence Service, were in mufti. They inspected each new apparatus and gadget with minute interest; four or five exhibitors were taken aside for little conferences. When the show opened for the public at least one type of receiver and some intercepting devices were no longer on display."

The Ark-La-Tex Radio Corporation of Shreveport, La., has filed an appeal in the District Court against the Federal Radio Commission assigning the facilities of the Henderson station KWKH to the International Radio Corporation, contending the action was taken by the Commission without a hearing.

Arthur Godfrey, NBC announcer in Washington, appeared on the bill a week at Keith's Theatre so that listeners might see in person the "President of the WMAL Breakfast Club", a radio feature which he has been successful in developing.

In the case of Stations KSEI, of Pocatello, Idaho, now on 900 kc., and KFPY, of Spokane, Wash., on 1340 kc., both of which requested a change to 890 kc., Ralph L. Walker, Examiner, recommended that the latter application be granted.

The Examiner reported that objectionable interference would not result from the operation of either station on 890 kc. He said that from a comparison of the records of the two stations and the areas proposed to be served by each, it appeared that KFPY could better serve the public. Noel S. Symons and Paul D. P. Spearman were the attorneys for KFPY.

Rex Martin, of Chicago, Assistant Director of Aeronautics, Commerce Department; William T. Miller, pilot, and Chester H. McColl, New York City, Special Assistant to Secretary Roper, were injured serious Wednesday (Sept. 27) night in an airplane crash near Washington, D. C.

McColl was making a night flight in a demonstration of the use of radio beacons and weather reports. The plane plunged through a thick fog and crashed into a deep bog.

Although it is believed all may recover, Martin, suffering from brain concussion since the accident, has been conscious only periodically. McColl will be out of the hospital in 10 days and Miller is much improved.

In the Business Letter of September 26, page 10 in story "N. Y. Show Is Sales Getter", line 9, where it said the "total paid gate of the Show up to Saturday night was $68,009", this should have read just 68,009 without the dollar sign, indicating the number of persons.

Lieut. E. M. Webster, Communications officer of the U. S. Coast Guard, addressing a gathering of steamship and broadcasting people in New York, declared that at the present time rarely is any interference experienced during S.O.S. calls due to land broadcasting stations "which are giving fine cooperation."

Viscountess Snowden, formerly a Governor of the British Broadcasting Corporation, described as "bad taste and very bad form" a recent change of the corporation's policy whereby light music is now broadcast from 6 to 8 on Sunday evenings.

Formerly the radio was silent at these hours to avoid conflict with church meetings. The corporation, however, continues to broadcast two religious services between 8 and 9.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Sept. 29, 1933)

WFAM, The South Bend Tribune, South Bend, Ind., C.P. to make changes in last radio stage; WAAT, Bremer Broadcasting Corp., Jersey City, N. J., modification of C.P. to make changes in equipment, extend commencement date to 30 days after today, and completion date to Feb. 1, 1933; WPTF, WPTF Radio Co., Raleigh, N. C., modification of C.P. to extend commencement date to August 19 and completion date to Nov. 9, 1933; WRVA, Larus & Bros. Co., Inc., Richmond, Va., modification of license to determine power of station by direct measurement of antenna power; KTRH, KTRH Broadcasting Co., Houston, Tex., renewal of special experimental authority to increase power from 500 watts to 1 KW until April 1, 1934; WEED, Wm. Avera Wynne, Greenville, N. C., license to cover C.P., 1420 kc., 100 watts, daytime to local sunset; WNBZ, d/b as Smith & Mace, Saranac Lake, N. Y., renewal of license, 1290 kc., 50 watts, daytime (application of WHDL applying for facilities of WNBZ has been dismissed).

Also, KGER, Consolidated Broadcasting Corp., Ltd., Long Beach, Cal., extension of special authority to make tests using portable transmitter on 1360 kc., to December 1; WTAR, WTAR Radio Corp., Norfolk, Va., authority to operate from 2 to 3 A.M., Oct. 14, 1933, with 1 KW power, in order to broadcast program in cooperation with the York Radio Club of York, Pa.; KTHS, Hot Springs Chamber of Commerce, Hot Springs National Park, Ark., authority to operate on 970 kc., from 12:30 P.M. CST, until 6 P.M. CST, Sept. 30, Oct. 7, 14, 21 and 28; Nov. 4, 11, 18, 24, 25 and Dec. 2 and 9, 1933, in order to broadcast athletic events; KWFV, Hilo Broadcasting Co., Ltd., Hilo, Hawaii, modification of C.P. to extend commencement date to Dec. 1 and completion date to Feb. 1, 1934; KRLD, KRLD Radio Corp., Dallas, Tex., authority to use time assigned to but not used by KTHF from 12:30 to 6 P.M., CST, Sept. 30; Oct. 7, 14, 21 and 28, Nov. 4, 11, 18,

24, 25 and Dec. 2 and 9.; KROW, Educational Broadcasting Corp., Oakland, Cal., extension of authority to use the time of KFWI, provided that station continues to remain silent, until April 1, 1934; WKBH, WKBH, Inc., LaCrosse, Wsi., 2 week's extension of special authority to operate with 500 watts power pending repair of generator; WHB, WHB Broadcasting Co., Kansas City, Mo., extension of special experiment authority to operate from 12 midnight to 6 A.M. on 1120 kc. with 500 watts power, to Feb. 1, 1934 (normally licensed on 860 kc., 500 watts, daytime only); WBEO, The Lake Superior Broadcasting Co., Marquette, Mich., special temp. authority to broadcast World Series Baseball games; WMBH, W. M. Robertson, Joplin, Mo., special temporary authority to operate from 3 to 6 P.M. CST on Oct. 6, and Nov. 11, 17, and 30, 1933.

Also, KFQD, Anchorage Radio Club, Inc., Anchorage, Alaska, temporary extension of license, to Nov. 1, 1933, pending receipt and/or action on application for renewal; WMC, Memphis Commercial Appeal, Inc., Memphis, Tenn., renewal of license for auxiliary transmitter to March 1, 1934; KVOA, Arizona Broadcasting Co., Inc., Tucson, Ariz., renewal of license on a temporary basis subject to such action as the Commission may take on any pending applications affecting the facilities of KVOA, and designated KVOA's application for hearing.

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: WDOD, Chattanooga, Tenn.; KGCU, Mandan, N. Dak.; KTRH, Houston, Tex.; KTW, Seattle, Wash., WNBX, Springfield, Vt.; KMA, Shenandoah, Ia.; KROW, Oakland, Cal.

The following stations were granted renewal of licenses on a temporary basis, subject to such action as the Commission may take on their pending applications for renewals: WHN, New York; WIBG, Glenside, Pa.; WQAO-WPAP, New York; WRNY, New York.

Applications Granted Other Than Broadcasting

WIXG, W1XAU, Shortwave & Television Corp., Boston, Mass. granted temporary experimental television license for period beginning Sept. 21, 1933, pending decision of Court of Appeals of the District of Columbia, in this case, or until further order of the Court and the Commission. Also granted modified renewal of special experimental license beginning Sept. 21, pending decision of said Court, or until further order of the Court and of the Commission. These temporary licenses are issued pursuant to and in conformity with that certain Stay Order granted and issued by the Court of Appeals of D. C. Sept. 21st, in the case of Shortwave & Television Corp. vs. Federal Radio Commission.

National Broadcasting Co., Inc., Portable and Mobile, C.P. for temporary broadcast pickup service, frequencies 1566 and 2390 kc., 150 watts; WRGA, Bay City, a municipal corp., Bay City, Mich., license for police service, 2442 kc., 50 watts; WFK, Wabash Radio Corp., Frankfort, Mich., modification of C. P. extending commencement date to Sept. 10 and completion date to Oct. 15, 1933; D. Reginald Tibbetts, Portable & Mobile: New, 7 C.P.s for

for general experimental service, frequencies 41000, 51400, 61000, 63000, 25 watts; W6XL, on vessel "Bridget", general experimental license, 61000 kc., 3 watts; W6XW, Portable & Mobile, general experimental license, 63000, 41000, 51400, 61000 kc., 25 watts; W6XT, Same, C.P. and license for general experimental service, 41000, 51400, 61000, 63000 kc., 25 watts; Aeronautical Radio, Inc.: New, Portable & Mobile, C.P. and license for general experimental service, frequencies 27100, 34600, 41000, 51400, 60000-400000, 401000 and above kc., 25 watts; New, Portable & Mobile, C.P.s (2) and licenses for general experimental service 27100, 34600, 41000, 51400, 60000-400000, 401000 kc. and above, 25 watts;

D. Reginald Tibbetts

Also, Asiatic Wharf #2, W6XU, Oakland, Cal., general experimental C.P. frequency 51400 kc., 25 watts, for use as communication aid in connection with San Francisco-Oakland Bay Bridge only; W6XX, Same, San Francisco, granted general experimental C.P. 41000 kc., 25 watts; W6XY, Portable & Mobile, 2 General experimental C.P.s frequencies 41000, 51400, 61000, 63000 kc., 25 watts; W6XN, Outer Harbor, Oakland, Cal., general experimental C.P. 61000 kc., 25 watts, also granted license covering same; W6XV, Same, Pier 24, San Francisco, general experimental C.P. and license, 63000, 41000, 51400, 61000 kc., 25 watts; W6XW, Same, Portable & Mobile, general experimental C.P. 41000, 51400, 61000, 63000 kc., 25 watts.

Ratifications

Action taken Sept. 20: KDHC, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate 200 watt tube transmitter aboard vessel "Harvester", frequencies 313 to 500 kc., pending receipt of formal application; Action taken Sept. 22: Los Angeles Broadcasting Co., Inc., Los Angeles, Cal., granted authority to take depositions of certain witnesses at Los Angeles, Oct. 3; Action taken Sept. 23: KDMJ, Cameron & Perkins, Long Beach, Cal., granted authority to operate station aboard barge "Perlata", 10 watts, frequencies 375 to 500 kc.; KDPR, Mackay Radio & Telg. Co., San Francisco, granted 60 day authority to operate 200 watt tube transmitter aboard vessel "Nontebello"; frequencies 375 to 500 kc., and 550 to22000 kc.; KUPM, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate aboard vessel "Patrick Henry", frequency range 125 to 500 kc., 2 KW.

Action taken Sept. 25: WIEX, National Broadcasting Co., Washington, D. C., authorized to use Station WIEX on 1566 and 2390 kc., Sept. 25 to Oct. 31, in connection with stratosphere balloon flight from Chicago; Action taken Sept. 26: WPEW, Commonwealth of Mass., Dept. of Public Safety, Northampton, Mass., granted license 1574 kc., 1100 watts day, 500 watts night; KUVX, Mackay Radio & TelegraphCo., Inc., New York, granted 60 day authority to operate 2000 watt spark transmitter aboard vessel "EXANTHIA", 375 to 500 kc.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF OCTOBER 3, 1933.

BULLETIN

The Washington Evening Star this afternoon (October 3) carred the following in a box on the front page:

"The Star Has Discontinued Publishing the
Program of Station WJSV

"The Columbia Broadcasting Co. (of which WJSV is the local station) has entered the field of gathering and disseminating news in competition with the newspapers and the instrumentalities which collect news for which the newspapers furnish financial support. Adequate news bulletin broadcasting is already provided by The Star and other newspapers throughout the country.

"In the belief that this is an unwarranted invasion of the newspaper field and may well lead to the public's disadvantage, The Star cannot in justice to itself cooperate with any broadcasting system which undertakes such direct competition with newspapers. In conformity with this policy, The Star has discontinued the gratuitous publication of the programs of WJSV and feels that its readers will accept this explanation."

NEWSPAPER STRIKES BACK AT COLUMBIA NEWS SERVICE

In retaliation of Columbia establishing its own news service, the Washington Evening Star, whose President, Frank B. Noyes, is likewise President of the Associated Press, has discontinued printing Columbia's programs.

"The Star has cooperated with the broadcasting systems since their inception, and printed everything that related to their broadcasting of any interest", Fleming Newbold, Business Manager of the Star said. "But when the Columbia system secured a charter to conduct a news-gathering system in opposition to the newspapers without any restrictions or control over its activities, it became a direct competitor to our paper, and hereafter its programs will be eliminated entirely.

"Under a boxed caption 'Major Radio Features' we will continue to list these variety, drama, classical or other features, but that is all. I understand that Columbia is entering the news field on a large scale, and there is no reason why we should continu to play up the business of a recognized competitor."

The Star, with a circulation of 115,389, is the largest evening newspaper in Washington. Its Sunday morning edition is 122,220 as compared with 137,640 of the Washington Herald (Hearst) and 70,814 of the Washington Post. The Star's advertising lineage is one of the highest of any newspaper in the United States.

There is no question as to the prestige of the Star in the National Capital, it being Washington's oldest paper. It is a conservative paper which is read by everyone of official importance from the President down. Also in the fight, the Star is not apt to withdraw regardless of any circulation losses which may result in dropping Columbia's tables.

"What has the newspaper business to say to Columbia Broadcasting Co., which sets out to organize a news service to compete directly, on an 18-hour per day basis, with the morning and evening press?" Editor and Publisher, of New York asks editorially.

"The Washington Star this week gave its answer promptly and sharply. It will hereafter deny to Columbia network any program cooperation. This action is based on the common sense and good public policy of the newspaper's management. Radio cannot do the news job because of physical limitations that are obvious. It can only interfere with free, adequate reporting and use its instrumentality to the countless legions of morons. If the American people, by any stretch of the imagination, were to depend upon scraps of information picked up from air reporting, the problems of a workable democracy would be multiplied incalculably.

"But the main fact, as we have pointed out, is that radio is not a free instrument. It is a government licensed medium. It has in the past, and will again, dance to the tunes of the powers in control.

"Columbia draws the issue so that newspapermen can no longer evade it. They have built it up with unlimited publicity, good-will, astonishing cooperation - and now it turns upon them, competitively. This 'news service' is unfair competition, decidedly menacing from the point of public policy, and represents commercialism in the raw. There is no law to stop it, but there is a rule of justice and propriety which can be invoked. Where does the U. S. Radio Commission stand in this matter? How far does the air license go? What of the principle, especially in times like these, of protecting established institutions against attempted assault by greedy individuals who cannot offer comparable service, but can only muddle and destroy? Mr. Justice Brandeis, in a dissenting opinion in the Oklahoma Ice case read from the bench of the U. S. Supreme Court last year, indicated plainly how the Government in the future may view commercial invaders who contribute little to public convenience or necessity, yet 'muscle in' to gain temporary profits.

"The Columbia Broadcasting Co., defying newspapers and toying irresponsibly with public opinion, ought to have a fight on its hands which will keep it busy for years to come. We shall be interested in seeing what newspapers have the courage to follow the Washington Star's intelligent lead."

Columbia's news service, a separate company capitalized at $100,000, plans to have bureaus operating in principal cities sending in their reports over the chain's teletype system. Thus far it has two commercial sponsors, Philco Radio and General Mills.

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GREAT RADIO BOOM IN AUSTRALIA

Listeners' licenses in Australia increased by nearly 12,000 in July, which is the fourth highest increase ever recorded. The total number of licensed sets in the entire Commonwealth on July 31 was 481,374, with a prospect of more than a half-million by the end of the year. The ratio of sets per 100 population is now 7.32 as compared with 5.77 at the end of July, 1932.

It is planned to build four new radio broadcasting stations, one each to be located in New South Wales, Victoria, Queensland, and Northern Tasmania, with probably four more additional stations to be constructed later.

A line has been completed between Adelaide and Perth, making it possible to transmit programs to Western Australia. Future plans call for an additional channel between Sydney and Melbourne, and eventually a submarine cable between the mainland and Tasmania.

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BILL HARD TO LEAVE NBC

William Hard, news commentator, has resigned from the National Broadcasting Company. It was reported that he, as a Hoover man, had a difficult time with the current administration. Mr. Hard said this was not the reason for his leaving.

"I just felt I wasn't getting anywhere being a half writing man and a half microphone man. Because of the fact I spoke only once a week over the radio, this became a sort of interruption to my journalism. Whereupon, I voluntarily went to the NBC and told them I was going to quit for awhile as I thought I'd get along faster by confining myself to writing."

Mr. Hard has made several trips abroad for the NBC to the London Economic Conference and elsewhere, and is an authority on international affairs.

It is reported that he will be succeeded by George R. Holmes, chief of the Washington bureau of the International News Service. Mr. Holmes, a native of Indiana, received honorable mention in the Pulitzer Prize Award for his account of the burial of the Unknown Soldier, and was a member of President Harding's Alaskan party on the ill-fated trip which resulted in the death of the President.

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COMMISSION HAS ITS FINGERS CROSSED IN RADIO DEBATE

The Federal Radio Commission is very carefully sidestepping taking either side in the radio debate to be participated in this Winter by the High Schools in 33 States and maybe more, on the question, "Resolved the U. S. should adopt the essential features of the British Broadcasting System."

Each year the High Schools debate on some question and by way of starting a little excitement, the National Committee on Education by Radio, headed by Joy Elmer Morgan, suggested that they take up this highly controversial question. The suggestion was promptly adopted, hence the deluge of inquiries received at the Radio Commission for information.

A stock reply sent out by Secretary Pettey, of the Commission, is that the Federal organization "has little material on the subject other than what is contained in Senate Document 137, a Report to the Senate on 'What information is there available on the feasibility of Government ownership and operating of broadcasting facilities?'"

An official debate handbook, however, has been gotten out by the University of Missouri, at Columbia, in which the advantages of the British system are pointed out by Mr. Morgan and the American system by Dr. Herman F. Hettinger of the University of Pennsylvania. The latter was written at the request of the National Association of Broadcasters.

It is believed that as many as 40,000 High Schools may participate in the preliminaries. Afterwards the winners will be sifted out and there will be National finals.

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BROADCASTERS CONTINUE TO SWEAT OVER CODE

Deputy Administrator Rosenblatt, his advisors, and the NAB Code Committee are doing their best to come to a final agreement on the Broadcasters' Code.

The principal difficulties have been complete inability to get together with labor, which is demanding a 40-hour week for broadcast technicians, including radio operators and transmitters.

The proposal in the broadcasters' code is for a 48 hour week with minimum pay of $20 a week in the larger stations. Skilled labor classes have objected to both the 48 hour week and to the wage minimum, which, they claim, is lower than that for any skilled labor in the country.

The broadcasters further have requested time to consider the question of not permitting the advertisement on the radio of articles injurious to health where the broadcaster has knowledge that such articles are harmful. Such a resolution was offered at public hearings on the Code by Alice M. Edwards, Executive Secretary of the American Home Economics Association.

It is understood that the broadcasters have not, so far, made any attempt to insert a provision in the Code with respect to actors.

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NEW YORK RADIO SHOW ATTENDED BY 200,000

The New York Radio Show and Electrical Exposition continued to prove phenomenal and closed at the end of 10 days with an attendance of upwards of 200,000 persons. It was estimated that exhibitors did a business exceeding $1,000,000, some figuring that possibly twice that much trade had been booked.

The show attracted so much public interest and resulted in so many sales that already another exposition has been tentatively scheduled to begin September 19, 1934.

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MUSIC PUBLISHERS' CODE TWO WEEKS HENCE

The public hearings on the Music Publishers' Code will take place at the Chamber of Commerce of the United States Tuesday morning, October 17th, with Sol A. Rosenblatt, Deputy N.R.A. Administrator presiding.

Representatives will be heard from the Music Publishers' Association of the United States claiming to represent approximately 75% of the standard music publishers, the Music Publishers' Protective Association claiming to represent 75% of the popular music publishers, and the National Association of Sheet Music Dealers, claiming the same proportion of representation among the dealers.

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MARCONI RECEIVES GREAT OVATION

The reception accorded to Marconi in this country has amounted to little less than a continued ovation. The great inventor, along with Marchesa Marconi, was accompanied to Chicago by David Sarnoff, President of the Radio Corporation of America, and Mrs. Sarnoff, Maj. James G. Harbord, Albert H. Morton, European representative of the RCA, and Mrs. Morton.

An amusing incident in connection with the broadcast of the dinner tendered to Marconi in Chicago Monday night was that although during the dinner General Harbord and Mr. Sarnoff only took a bow, an announcer later, in summing up the proceedings, referred to the "eloquent speeches" which had been made by these two gentlemen.

Senatore Marconi is the guest of the Radio Corporation of America while in the United States and will return to New York about Wednesday.

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RMA TO ENFORCE CODE AGGRESSIVELY

The Radio Manufacturers' membership meeting in New York, named Arthur T. Murray, of Springfield, Mass., for sets, and Leslie F. Muter, of Chicago, for accessories as Code Supervisors for the radio industry. Another supervisor will be named for tube manufacturers.

The National Electrical Manufacturers' Association, under whose Code the radio people operate, has agreed to these appointments. The New York meeting unanimously adopted a resolution offered by Paul B. Klugh, of Chicago, providing for an immediate and aggressive enforcement of the Code.

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BUSINESS LETTER NOTES

Zenith will go into intensive production on automobile radio sets. The work will be in charge of Ray Erlandson, former Sales Manager for the Automobile Radio Division of the Grigsby-Grunow Company.

In the campaing just started in New York for funds for the Federation for the Support of Jewish Philanthropic Societies, which expects to raise $4,200,000, the radio and music trades will be asked to contribute $50,000.

The Associated Oil Company has paid $75,000 for the broadcasting rights for all the football games of the Pacific Coast Conference. Including network time, the cost to the sponsor will be $135,000. All NBC and CBS stations on the Pacific Coast will be used.

Station WJSV in Washington is assisting in raising $25,000 to buy a new heating plant for the Children's Hospital.

"So far the two large broadcasting systems, Columbia and National, have had things pretty much their own way in the radio field", a paragraph in the "National Whirligig", published by the McClure Syndicate in New York reads. "Lately, however, their monopoly is being threatened by the reorganized Federal Broadcasting Company, which controls station WMCA. This station recently went on a full-time schedule and is the most powerful after the NBC and CBS key stations in New York.

"The new men behind the guns are a group of prosperous young business men - no more, no less. But under the microscope strong Republican ties are traceable. It is an able outfit.

"The brand new Amalgamated Broadcasting System comprising about ten stations will probably serve for experimental purposes of the American Tel. & Tel. and is no present competitor to the existing chains."

Gen. Charles McK. Saltzman, former Chairman of the Radio Commission, has been appointed by Secretary Roper, Vice-President of the Merchant Fleet Corporation in the new Shipping Board Bureau.

A detailed report by Commercial Attache Rankin at Athens, "The Radio Market in Greece" has been multigraphed by the Bureau of Foreign and Domestic Commerce. Greece has no broadcasting stations but in a few years the number of sets has increased from 1000 to 5000 and still increasing.

Increased rates have been announced by the NBC Trade News Division effective immediately for the following stations: WJR, Detroit (one hour, 6 to 11 P.M.) $500 (former rate $340); WEEI, Boston, $400, and WFAA-WBAP, Dallas-Fort Worth, WSB, Atlanta, and WSM, Nashville, $300 (former rates were $190, $120 and $74). Daytime rates are half night. WKBF, Indianapolis is available for optional service on either Red or Blue network at $190 an hour.

Columbia increased rates, according to H. K. Boice, Sales Vice-President, are WABC, New York, $950 an hour (former rate $800); WCAU, Philadelphia, $450 (formerly $400); WCCO, Minneapolis, $350 (old rate $300), and WJSV, Washington, $200 (old rate $175).

"A Decade of Radio Advertising" by Dr. Herman S. Hettinger of the University of Pennsylvania is just off the University of Chicago Press. Price $3.00.

Internal Revenue collections for August, 1933, of the 5 percent tax on radio products and phonograph records was $125,865, compared to $76,445 in August 1932.

August 1933 collections on refrigerators were $587,736 against $177,090 in August, 1932.

There was a reminder of the late Admiral Bullard, first Chairman of the Radio Commission, when Acting Secretary of the Navy, Henry L. Roosevelt, designated his daughter-in-law, Mrs. Marjory W. Bullard, of Atholton County, Md., as sponsor for the submarine "Cuttlefish" to be launched at Groton, Conn., Nov. 21. Mrs. Bullard is the wife of Lieut. Commander Beirne S. Bullard, son of the late Admiral, who is superintending construction of the "Cuttlefish" at the Electric Boat Co., New London, Conn.

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WMCA CASE TO BE CONSIDERED FRIDAY

It is expected that there will be further consideration by the Federal Radio Commission of the transfer of the license of Station WMCA to the Federal Broadcasting Company, at the Commission's meeting on Friday.

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LAFOUNT OFFERS RESOLUTION RE ACTUAL STATION OWNERSHIP

Commissioner Lafount proposed the following resolution at its meeting today (Oct. 3) which was referred to the Legal and Engineering Divisions for study and report:

"WHEREAS Section 12 of the Radio Act of 1927 as amended provides in part as follows:

> 'The station license required hereby, the frequencies or wave length or lengths authorized to be used by licensee, and the rights therein granted shall not be transferred, assigned, or in any manner, either voluntarily or involuntarily, disposed of to any person, firm, company, or corporation without the consent in writing of the licensing authority.'

"WHEREAS that portion of the Radio Act quoted above clearly indicates the intent and desire of Congress to require all assignments of licenses to be approved by the licensing authority, and

"WHEREAS many licenses are issued to corporations, and

"WHEREAS the stock of said corporations can be transferred without the knowledge or consent of the Federal Radio Commission, which has the effect of transferring the license from one set of individuals to another without the written consent of the Federal Radio Commission as required by the Act, and, in order that the Commission may have available data which will enable it to differentiate between the name of a corporation and the actual parties in interest,

"BE IT RESOLVED that the Federal Radio Commission mail a questionnaire to each corporation, licensee, propounding the following questions:

1. Name of Corporation?
2. Authorized under the laws of what State?
3. Authorized capital stock, describing different classes of same, number of shares authorized, the par value of each, and the number of shares of each issued?
4. List of stockholders of record as of October 1, 1933, showing the number of shares held by each, the city and State in which each reside?
5. List of officers as of October 1st.
6. If any stockholders or officers are aliens, please so indicate.

"BE IT FURTHER RESOLVED that the Commission require that the above set of questions be answered under oath or affirmation and returned to the Commission, and thereafter that the Commission require applicant corporations to report all transfers of stock during the past license period at the time and in connection with their application for renewal of license, which, under the law must be sworn to."

Discussing the resolution, Commissioner Lafount said: "In my opinion, the law requires the Commission to keep itself informed as to the actual ownership of stations, and, for the purpose of helping to produce this result, I move the adoption of the resolution."

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Applications Granted
(October 3, 1933)

KRLD, KRLD Radio Corp., Dallas, Tex., authority to operate on 970 kc. during World Series games (normally licensed on 1040 kc., 10 KW, sharing with KTHS); KTHS, Hot Springs Chamber of Commerce, Hot Springs, Nat'l Park, Ark., authority to use time assigned to KRLD on 1040 kc. while that station is using 970 kc., during Series games; WAPI, WAPI Broadcasting Corp., Birmingham, Ala., authority to operate simultaneously with 1 KW power, Oct. 4, from 8:30 to 9:30 P.M. CST; WHDF, The Upper Mich. Broadcasting Co., Calumet, Mich., special temp. authority to broadcast World Series Games, and to operate from 1:30 P.M. to 5:30 P.M. CST Oct. 7, 14, 21, 28 and Nov. 4, 11, 18, 25, 1933; WSUI, State University of Iowa, Iowa City, Ia., special temporary authority to operate 10 P.M. to 12 Midnight, CST. Oct. 6.

City of Elizabeth, Police Dept., Elizabeth, N. J.: New, C.P. for Gen. Exp. Service, frequencies 34600, 41000, 51400, 60000-400000 kc., 25 watts; New - Same - Mobile, except 4.5 watts; New, Carnegie Inst. of Washington, Dept. of Research in Terrestrial Magnetism, Kensington, Md., gen. exp. C.P., frequencies 1594, 2398, 3492, 4797, 6425, 8655, 12862, 17310, 23100, 27100 and 41000 kc., 500 watts; WGAL, WGAL, Inc., Lancaster, Pa., gen. exp. C.P. 41000, 51400, 60000-100000 kc., 5 watts; Village of River Forest, Ill., Police Dept., C.P. for Gen. Exp. service, 41000 kc., 15 watts; City of Phoenix, Ariz., Police Dept., Gen. Exp. C.P., frequencies 51400 and 60000-400000 kc., 5 watts; City of Portsmouth, Portsmouth, Ohio, C.P. for Police service, frequency 2430 kc., 50 watts; W2XI, Borough of Kenilworth, N. J., Police Dept., Gen. Exp. license, 60000-400000, 61500 kc., 15 watts; W1XR, Alexander Anderson McKensie, Mt. Washington, N. H., Gen. Exp. license, 41000, 51400, 60000-400000 kc., 500 watts; W4XG, City of Miami Beach, Fla., Collins Island, Fla., Gen. Exp. license, frequency 34600 kc., 15 watts.

Also, Aeronautical Radio, Inc.: New, Suffield, Ohio, Aviation-Aero. C.P., frequencies 2930, 6615 kc., 400 watts, unlimited time; WUCG, Chicago, C.P. for additional transmitter; New, Aviation Aero. C.P., 2930 and 6615 kc., unlimited time, 400 watts; WNAM, Kylertown, Pa., Aviation-Aero. license, frequencies 3147.5, 3162.5, 3172.5, 3182.5, 3322.5, 5122.5, 5572.5, 5582.5, 5592.5, 5662.5 kc., unlimited, 400 watts power; WMEM, Aviation-Airport license, 278 kc., 15 watts; W9XT, Portable and Mobile, renewal of gen. exp. license W4XH, Virgil V. Evans, d/b as The Voice of South Carolina, Portable & Mobile, Spartanburg, S. C., Gen. Exp. License, 60000-400000 kc., 15 watts power; W9XV, Gillette Rubber Co., Portable and Mobile, Eau Claire, Wis., Gen. Exp. license, 60000-400000 kc., .25 watts power; WPF, United States-Liberia Radio Corp., Akron, Ohio; license 19780 kc., 750 watts; WPGS, County of Nassau, Police Dept., Mineola, N.Y. police license, 1712 kc., 50 watts; WPFA, City of Newton, Mass., Police Dept., police license 1712 kc., 50 watts; WPGD, City of Rockford, Ill., Police Dept. police license 2458 kc., 50 watts; WPEB, City of Grand Rapids, Mich., Police Dept., C.P. to install amplifier to increase power.

Also, RCA Communications, Inc.: WHR, Rocky Point, N. Y., license covering change in equipment; WQO, Rocky Point, N. Y., license covering changes in equipment; WQJ, Rocky Point, N. Y., modification of license covering changes in transmitters; KEC, Bolinas, Cal., modification of license to change normal transmitter in use in order to allow the employment of higher power on circuit; KQR, Bolinas, Cal., modification of license to use additional transmitter already licensed under fixed service at this location; Gulf Research & Development Corp.; KIZL, KIZJ, KIZK, KIZI, portable mostly SW United States, geophysical licenses, 1602, 1628, 1652, 1676, 1700 kc., 10 watts; and 50 watts power; Pan American Airways, Inc.: W1OXL, W1OXK, Portable and mobile, modification of C.P. to extend commencement date to Oct. 1, and completion date to Nov. 1, 1933; WAN, Tropical Radio Telg. Co., Hialeah, Fla., modification of license to authorize change in normal transmitter in use; Goodyear Tire & Rubber Co., Inc.: KHIDW, NC-12-A, KHILO KHNFU KHIWD KHNDW, modification of licenses to include all chain frequencies as well as frequencies 2390 and 6615; Walter H. Grosselfinger, NC-7032, Gen. Exp. license, frequency 64000 kc., 10 watts.

The following stations were granted renewal of General Experimental Licenses; W1OXB, Jos. Lyman, NC-508#; W2XAU, Lawrence C. F. Horle, Newark, N. J.; W1XAC, John P. Moses, Portable and Mobile in Mass.; W8XAJ and W8XAK, Howard A. Seyse, Portable & Mobile in Erie Co., N. Y.; W1XAJ, Harvard University, Cruft Lab., Portable in 1st Radio Dist.; W9XAU, Mich. College of Mining & Technology, Houghton, Mich.; W9XI, Chicago Federation of Labor, Portable & Mobile; W9XAD, Echophone Radio Mfg. Co., Ltd., Portable and Mobile, Waukegan, Ill.

The following stations were granted renewal of special experimental licenses; W2XBR, Radio Pictures, Inc., Long Island City, N. Y.; W2XAI, Bell Tel. Labs, Inc., Portable & Mobile, and W1XH, New England Tel. & Tel. Co., Boston, Mass.

Ratifications

Action taken Sept. 29: KFI, Earl C. Anthony, Inc., Los Angeles, granted authority to take depositions of certain witnesses at Los Angeles, on Oct. 4, 1933; Northern Commercial Co., and McGrath, Alaska, Circle, Fort Yukon, Hot Springs, Eagle, Alaska, granted C.P.s 2994 and 3190 kc., 50 watts, pt. to pt. service with other Alaska stations; Action taken Sept. 30: City of Englewood, Engle wood, N. J. W2XES, granted renewal of license, 34600 kc., 15 watts

Applications Reconsidered

The Commission reconsidered its action of Sept. 19 and cancelled the authorizations set forth below at the request of applicants: WNAD, University of Oklahoma, Norman, Okla., special temporary authority to operate from 2:30 to 5:30 P.M. CST, Sept. 30th provided KGGF remained silent; also special temporary authority to operate from 2:30 to 5:30 CST, Oct. 21, Nov. 4 and Nov.30, provided KGGF remained silent.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

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No. 662

FROM FRYING PAN INTO THE FIRE, MILLS WARNS

That the American Society of Composers, Authors and Publishers is apparently not very seriously concerned by the anti-copyright activities of the National Association of Broadcasters is indicated by some remarks made by E. C. Mills, its General Manager in the course of his first interview since the recent suit was filed.

"There is nothing new in all this propaganda against us", said Mr. Mills. "It is an old story. It starts from the premise that the user of copyrighted music in public performance for profit would like to be freed from the necessity of paying anything whatever to those who create that material.

"When he cannot accomplish this entire freedom from making any payment at all, then he wishes to pay as little as possible - and in proportion as the amount of his payment increases his conviction that the demands of the copyright owner are extortionate becomes more firm.

"In other words, if the user can have music without paying anything the copyright owner is a fine fellow. If he has to pay a little something for it, then the copyright owner isn't quite as fine a fellow; and if he has to pay anywhere near a reasonable price for it, then the copyright owner becomes a 'racketeer'.

"There has not been one single new tactic developed in the current campaign of the NAB against ASCAP. It has invoked at the expense of the taxpayers the services of the Department of Justice to investigate the Society. As far as we are concerned, that's fine, because if we are operating illegally (and the same Department has heretofore held that we are not) we are quite as anxious to know it as the broadcasters can possibly be. That also is a step that has been taken in the years gone by by other users of music.

"Likewise, the NAB beseeches the Federal Trade Commission to investigate the Society. That too is perfectly fine with us - and either the Department of Justice or the Federal Trade Commission or any other Federal agency has always been welcomed here and given all the information desired.

"Third, the NAB inspires an anti-trust suit against the Society. That also is perfectly fine and that issue will be tested in due course, and we do not have the slightest fear of the outcome.

"Peculiarly, the NAB, if it could have the rates that it wishes to pay, would not think we were operating illegally; but when it cannot club the Society into submission by threats of an anti-trust suit, then as the alternative, it files the suit. We will

meet that issue in the Court and at the proper time; and should the suit be successful or the investigation of the Department of Justice have the result of dissolving the Society, it is going to be extremely interesting to then witness the difficulties and the tremendously increased expense to which the broadcasters will be subjected as a result of finding themselves under the necessity of dealing with individual copyright owners.

"Then, copying an old plan which was tried long before broadcasting became popular, the broadcasters themselves attempt to do what they claim it is illegal for us to try - that is, to create a controlled catalogue of music for which the so-called 'Radio Program Foundation' will issue performing rights licenses. It looks very much as though that will be a case (if the Radio Program Foundation is successful) of 'out of the frying pan into the fire', because the copyright owners are not going to want any less through that medium than they now want through ASCAP.

"In the NAB propaganda, much is made of the point that the stations would like to have the N. R. A. or some other body cancel their existing licenses with the Society. The Society long since notified all of its broadcaster-licensees - and now takes this means of notifying them again - that it will be very glad to cancel the present license of any broadcaster who feels at all discontented with his agreement.

"All any broadcaster has to do to have his license cancelled is to write us a letter and request the cancellation, and he will get it very rapidly. That broadcaster can then deal with the individual copyright owners and get his own prices and his own licenses from them, one by one.

"It is not necessary to subject the broadcasting industry to the expense of making representations to the N.R.A. or anywhere else in order to be relieved of any contracts which individual stations may consider burdensome or unreasonable.

"It is to be noted, in this connection, that not one single broadcaster took advantage of our previous offer along these lines - and that no single broadcaster has ever yet indicated to us a desire to deal direct with the individual copyright owners instead of securing a license from the Society.

"So there does not seem to be much real substance on the part of the rank and file of the broadcasters to the representations made by the NAB that they are unhappy with their present contracts and the conditions under which they are secured.

"Also, we bear in mind that the NAB does not represent a majority of the broadcasting stations in the United States, and never has; and that in our relationship with the individual broadcasting stations, we find so many expressions of good-will and so many indications of belief on their part that they are being fairly treated that we must dismiss much of this propaganda as mere 'hooey'.

"In any event, let the big guns of the broadcasters roar. The authors and composers will continue undeterred from their efforts to secure reasonably fair compensation for the material they furnish, which is the first essential to the successful operation of a broadcasting station."

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COLUMBIA REFRAINS FROM FIGHTING NEWSPAPER OVER AIR

No Columbia official in Washington would discuss for publication the situation arising out of the dropping of Station WJSV's tables by the Washington Evening Star in retaliation of Columbia's organizing a news service.

"We are not desirous of engaging in a controversy with the Star or any other newspaper", one of them said.

Station WJSV thus far has refrained from making any reference to the controversy over the air. Anyone calling up the station for an explanation of the situation has been referred to the statement printed in the Washington Star. It is apparently the feeling of Columbia that it has been singled out for an attack because its News Bureau has been incorporated. Their contention is that the NBC is doing as much along news lines as Columbia, the only difference being that this activity is not organized into a separate company. It has been a practice of Columbia to incorporate its subsidiaries such as the Artists' Bureau, the School of the Air, and others.

It is understood to be Columbia's position that having been told by the Associated Press that it could not have news, and having had its offer to buy news from the A. P. turned down, and believing that news is one of the big features of broadcasting that it is proceeding along logical lines in organizing its own news service.

Furthermore, Columbia seems to feel that it is in no way entering into competition with the press associations or newspapers in so doing. It has been stated by Columbia that the service is simply a feeder to Booke Carter, Ed Hill, and Hans V. Kaltenborn, its news commentators, and that Columbia has no idea of giving it to anyone else. Columbia officials point to the fact that at the conclusion of each news broadcast the commentator says, "For details read the daily newspapers."

It is the viewpoint of the radio people that if the newspaper publishers think they have the exclusive right to all the news and that no one else may share in it that the newspapers are very much mistaken. Furthermore the broadcasters contend that at the most all radio can do is to give the news in headlines.

"It sometimes takes 10 minutes to read a single newspaper column", one of them remarked. "A radio commentator is on the air but from five to thirteen minutes. It is obvious that he is only able to give flashes and that people must continue to turn to the newspapers for details."

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MARINE BAND BROADCASTS FROM WORLD'S FAIR

Concerts of the United States Marine Band led by Capt. Taylor Branson were picked up direct from the Century of Progress grounds. The Marine Band was distinctly honored being the only one of the three service bands in Washington invited to go to Chicago.

All expenses of transporting this famous band of 100 musicians to and from Chicago were met by the Exposition officials and a special executive order had to be signed by President Roosevelt in order to permit the organization to participate.

Due to the popularity of the Marine Band's concerts over the radio and the desire of listeners to hear the band in person a record breaking attendance turned out at the concerts, all of which were broadcast throughout the Middle West.

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THE JUDGE HAD HIS LITTLE JOKE

At the hearing on the Broadcasters' Code, H. A. Huebner, counsel for the Brunswick Corporation, declared that the restriction on the use of phonograph records in broadcasting would be of benefit to the broadcaster as well as the manufacturer.

"And to the listener", Judge Ira E. Robinson, former Chairman of the Radio Commission said in a voice which could be heard in many parts of the room.

Mr. Huebner was asked if he believed that live talent could be secured in small communities equal to records.

"Absolutely not", he replied. "That is the reason broadcasting stations use records."

Judge Robinson, who is a Republican, and appointed by Hoover, had a real laugh when Deputy Administrator Rosenblatt beckoned to him and asked him if he was there as the White House representative.

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ALL SET FOR NAB CONVENTION

The program of the National Association of Broadcasters' Convention at White Sulphur Springs, stands as originally announced. Chairman E. O. Sykes of the Federal Radio Commission will be the principal speaker Monday morning (October 9), John V. L. Hogan, on television, and Dr. C. B. Jolliffe, Chief Engineer of the Radio Commission Monday night.

John Benson, President of the American Association of Advertising Agencies will speak Tuesday morning and Newton D. Baker and Oswald F. Schuette will discuss the copyright situation Tuesday night. John W. Guider will report on code progress Wednesday morning. Officers will be elected Wednesday afternoon and the convention will conclude with a banquet Wednesday night.

Because of restricted finances, it is doubtful if anyone from the Radio Commission will attend except Judge Sykes and Dr. Jolliffe.

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BRITISH EXTEND RADIO COPYRIGHT TO PUBLIC PLACES

The Court of Appeals in London held Wednesday (Oct. 4) that restaurants and similar places using radio sets for entertainment are liable to pay copyright fees for tuning in on copyright music.

"The court held that playing of radios in such gathering places constitutes a 'separate performance' of the music", a Canadian Press Association dispatch reports. "The court rejected the defendants' plea the copyright owners are entitled only to the original fee paid by the broadcasters. The decision was given in a test case in which a brewery company operating a chain of refreshment places appealed against a recent decision of Justice Maugham.

"He held that reproductions of radio programs by means of receiving sets and loudspeakers in hotels and public houses for the entertainment of customers or guests were public performances. In dismissing the appeal the court said the case raised an important point which had been fully and adequately dealt with by the trial judge.

"The case will probably be taken to the House of Lords if the brewers' society decides to support a further appeal. According to the society, about half of the 95,000 licenses public houses in England and Scotland have radio sets, and unless the decision is reversed they will be unable to use the sets without a license from the Performing Right Society and that even then they may not be protected if the copyright concerned is not held by a member of the society.

"Furthermore, it is contended, the Performing Right Society could charge what it liked and many of the smaller public houses would be unable to pay a heavy fee. It is understood the society has proposed fees on a sliding scale from a minimum of $5 for the smallest public house to a maximum of $125 for the biggest hotels."

The decision of the English Court also holds in Canada.

In the Jewel-LaSalle case in Kansas City, an action by the American Society of Composers against a hotel operating a radio receiving set, the Court decided there had been an infringement. This was upheld by the Supreme Court. Mr. Justice Brandeis, observing that the Kansas City broadcast had come from a station not licensed by the American Society of Composers, intimated that the Court's decision might have been different if a licensed station had been involved.

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CANADA BACKS DOWN SELLING TIME DIRECT TO ADVERTISER

The Canadian Radio Commission has countermanded its proposal to sell commercial time direct to national advertisers, the withdrawal of the plan being due to wholesale objections. The result is that network advertising is being left in private hands and the Government tribunal will not get the revenue from commercial broadcasting.

The decision of the Canadian Commission to close Station CRCA at Moncton, N. B., has also brought in protests. The Commission said the closing of the Moncton station was in conformity with an agreement entered into by the United States and Canadian governments whereby only one 500 watt station would be allowed in each of the nine provinces of Canada.

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N.R.A. HAS BROADCASTERS' CODE CONFEREES MUZZLED

"We are getting nowhere fast", one of the conferees on the Broadcasters' Code Committee remarked the other day. This individual was more informative than his colleagues because all the Code conferees are bound by N.R.A. rules not to give out anything for publication.

The conferees are still wrangling over whether or not the Code should cover actors and labor's demand for a 40-hour week for broadcast technicians. It is believed an ultimate agreement is in sight. If this is not reached, it will be up to the N.R.A. to rewrite the Code, but the broadcasters are hoping to avoid this contingency.

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MAKES NEWSPAPER RADIO PROGRAM SURVEY

A survey which, it is said, covers 600 daily newspapers printed in the United States, all those with a circulation of 10,000 or more, has been made by Howard J. London for the purpose of determining how many print radio programs. It is impossible to carry the full report here but an extract from Editor and Publisher is reprinted herewith:

"Twenty per cent of the papers do not carry any radio programs whatsoever; and of the papers that do, only 174 carry a radio column. The rest, comprising some 300 papers, do not carry any free publicity. In the list of papers that are credited with carrying radio programs, there are a considerable number whose program service is very mediocre, printing only five or six features Also some of the papers that are credited with carrying a radio column do not mention any commercial programs or give very limited space to them. Many a radio column only mentions what is heard on the local station.

"According to the above data an attempt was made to estimate the number of radio sets that were without adequate radio program service, judging by the radio census of 1930. Taking the total number of radio sets in these cities, the number arrived at was approximately a million. Only the cities in which no radio program were printed were used in arriving at this figure. This means that some four or five million people are taking what they can find on the air or getting their program information from some other source.

"Of course, one might think this is a very small number of people, considering that 50,000,000 persons comprise the radio audience. But the critic must not forget that this study only takes in newspapers whose circulation is above the 10,000 mark. There are about 2,200 daily newspapers listed in the N. W. Ayer directory, of which only the top notchers are touched. Of the papers having a circulation of less than 10,000, I would unhesitatingly say that radio programs become increasingly scarcer as the circulation drops. There are about 350 newspapers having a circulation of between five and ten thousand."

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WMCA HEARING SCHEDULED FOR OCTOBER 13

A hearing has been scheduled for Friday, October 13th, at which time WMCA will present its case for special authority to increase its power from 500 w. to an additional 500 w. experimentally, unlimited time, on 570 kc.

Others notified are WSYR, Syracuse, N. Y., whose hearing is set for the same day and who asks for an increase from 250 watts to 500 watts on 570 kc.; WEAO, Columbus, Ohio; WKBN, Youngstown, O.; WWNC, Asheville, N. C.; KGKO, Wichita Falls, Tex.; WNAX, Yankton, S.D.; KMTR, Los Angeles, WPCH, New York City; KVI, Tacoma, Wash.; WTAG, Worcester, Mass.; WFI and WLIT, Philadelphia, Pa. and WICC, Bridgeport, Conn.

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NBC NEW AND RENEWAL ACCOUNTS

NEW - R. B. Davis Co. (Davis Baking Power), Hoboken, N.J.; Agency - Ruthrauff & Ryan, Inc., New York City; Started - October 4, Wednesday & Friday 10:00-10:15 A.M.; Network - WEAF WEEI WTIC WJAR WTAG WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI; Program - "The Mystery Chef".

NEW - Borden Sales Co., Inc. (None-Such Mince Meat) Pacific Coast, 350 Madison Ave., New York City; Agency - Young & Rubicam, 285 Madison Ave., N. Y. City; Starts October 6, Fridays 11:30-11:45 A.M. PST; Network - KGO KFI KGW KOMO KHQ KFSD KTAR KOA KDYL KGIR KGHL; Program - "Pair of Pianos and Rhythm Rascals" - Girls' piano duet, male trio and woman speaker..

NEW - California Packing Corp. (Del Monte Ortho-cut Coffee and Foods), 101 California St., San Francisco, Calif.; Agency - McCann-Erickson, Inc.; 114 Sansome St., San Francisco, Cal.; Stared - Sept. 25, Mondays 9:30-10:00 P.M.; Network - WEAF WTAG WEEI WJAR WCSH WLIT WFBR WRC WGY WCAE WTAM WWJ WSAI WMAQ KSD WOC WHO WJAX WOW WRVA WWNC WIS WIOD WFLA KVOO WKY SFAA KTBS KPRC WOAI KOA KDYL; Program - "Del Monte Ship of Joy", Hugh Barrett Dobbs, Master of Ceremonies, and guest artists.

NEW - Beech-Nut Packing Co. (Beech-Nut Gum and Coffee), 10 E. 40th St., New York City; Agency - McCann Erickson, Inc., 285 Madison Ave., N. Y. City; Started September 25, 1933; Time - Mon. Wed. Fri., 8:45-9:00 P.M.; Network - WJZ WBZ WBZA WBAL WSYR WHAM KDKA WJR WLS; Program - "Red Davis" - dramatic sketches of incidents in the life of a typical American family.

RENEWAL - Standard Brands, Inc. (Fleischmann's Yeast for Bread), 595 Madison Ave., New York City; Agency - J. Walter Thompson Co., 420 Lexington Ave., New York City; Starts January 7, 1934; Sundays, 7:30-8:00 P.M.; Network - WJZ WBZ WBZA WBAL WHAM KDKA WGAR WJR WTMJ WLW WLS KWK WREN KOIL KSO KWCR WMAL KSTP WIBA WEBC WDAY KFYR WRVA WPTF WWNC WJAX WIOD WFLA WSM WMC WSB WJDX WSMB KVOO WKY WFAA KPRC WOAI KGO KFI KGW KOMO KHQ KTAR KOA KDYL; Program - "The Bakers' Broadcast" - Joe Penner and Ozzie Nelson's orchestra.

RENEWAL - General Foods Corp. (Maxwell House Coffee), 250 Park Ave., New York City; Agency, Benton & Bowles, 444 Madison Ave., New York City; Started October 5, 1933; Thursday, 9:00-10:00 P.M.; Network - WEAF WEEI WJAR WTAG WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WCKY WSAI WMAQ KSD WOC WHO WOW WDAF WTMJ KSTP WRVA WWNC WIS WJAX WFLA WSUN WIOD WSM WMC WSB WAPI WJDX WSMB WKY WBAP KPRC WOAI KTBS KOA KDYL KGO KPO KFI KGW KOMO KHQ KFSD KTAR; Program - "Captain Henry's Show Boat".

NEW - Pillsbury Flour Mills Co., Minneapolis, Minn.; Agency - Hutchinson Advertising Agency, Minneapolis, Minn.; Started September 11, 1933; Time Daily except Saturday and Sunday 10:30-10:45 A.M.; NETWORK - WJZ WBAL WMAL WBZ WBZA WSYR KDKA WGAR WCKY KWCR KSO KWK WREN KOIL WTMJ KSTP WEBC WRVA WPTF WJAX WFLA WKY WBAP KPRC; Program - "Today's Children" - dramatic script story of Mother Moran and her family.

NEW - Jeddo-Highland Coal Co., Jeddo, Pa.; Agency - N. W. Ayer & Son, Inc., 500 Fifth Ave., New York City; Started September 14, 1933; Thur. Fri. Sat. 7:15-7:30 P.M.; Network - WJZ WSYR WHAM WBAL WMAL CRCT; Program - Dramatization of classical stories such as "Treasure Island", etc.

NEW - A. C. Gilbert Company (Electric Toys), New Haven, Conn.; Agency - Charles W. Hoyt Co., Inc., 11 E. 36th St., New York City; Starts October 29, 1933, Sundays 6:45-7:00 P.M.; Network - WJZ WBAL WMAL WBZ WBZA WSYR KDKA WGAR WCKY WENR KWCR KWO KWK WREN KOIL WIBA KSTP WEBC KFYR WDAY KOA KDYL KGO KPO KFI KGW KOMO KHQ; Program "True Engineering Stories" - dramatic.

NEW - J. A. Folger & Co. (Coffee), Kansas City, Mo., Agency - Blackett-Sample & Hummert, Inc., 221 N. LaSalle St., Chicago, Ill.; Started - September 18, 1933; daily except Sat. & Sun. 3:30-3:45 P.M. 9/18 to 9/22 incl., 2:30-2:45 P.M. 9/25 and thereafter; Network WOC-WHO WOW WDAF KSTP WEBC KVOO WBAP WKY WOAI; Program - "Judy and Jane" - Script show.

NEW - Dr. Miles Laboratories (Alka-Seltzer) Elkhart, Ind., Agency - Wade Advertising Agency, Chicago, Ill.; Started September 30, 1933; Saturdays 11:00-12:00 Midnight; Network - WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WLS KWK KWCR KSO KOIL WREN WLW Program - "WLS Barn Dance".

NEW - General Mills, Inc. (Bisquick), Minneapolis, Minn.; Agency - Blackett- Sample-Hummert, Inc., Chicago, Ill., Starts October 9, 1933, Monday to Friday inclusive 4:00-4:15 P.M.;Network WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WLW WLS KWK KOIL KSTP WTMJ KVOO WKY WFAA KPRC KOA KDYL KGO KFI KGW KOMO KHQ; Program - "Betty and Bob" - script show of interest to housewives.

NEW - Bristol-Myers Co. (Ipana Toothpaste), 75 West St., New York City; Agency - Pedlar & Ryan, 250 Park Ave., New York City; Started October 4, 1933, Wednesdays 9:00-9:30 P.M.; Network - WEAF WEEI WTIC WJAR WTAG WCSH WFI-WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WHO-WOC WOW WDAF WRVA WIS WJAX WIOD WSM WMC WSB WAPI WSMB KVOO WKY WFAA-WBAP KPRC WOAI KTBS KTHS WTMJ KSTP KOA KDYL KGO KPO KFI KGW KOMO KHQ; Program - "Ipana Troubadors" - 24 piece orchestra under direction of Frank Black, Fred Hufsmith, tenor.

NEW - Campana Sales Co. (Hand Lotion (Italian Balm & Campana's Original Skin Invigerator)) Batavia, Illinois; Agency - Aubrey Moore & Wallace, Inc., 410 N. Michigan Ave., Chicago, Ill; Started October 1, 1933, Sundays 5:30-6:00 P.M.; Network - WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR-WLS KWK KWCR KSO KOIL WTMJ KSTP WEBC KOA KDYL KGO KPO KFI KGW KOMO KHQ; Program - "Grand Hotel" - Dramatic sketches with Grand Hotel as locale. No connection with book or play of similar title.

CHANGES: The Lionel Corporation program - "True Railroad Stories" scheduled to start Sunday, November 5 at 4:45-5:00 P.M. will be heard on that date and thereafter on Sunday 4:00-4:15 P.M. instead. The Wednesday program will start on November 15 and be heard at 5:00-5:15 P.M. WJZ as previously scheduled.

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Applications Granted
(October 6, 1933)

WJBK, James F. Hopkins, Inc., Detroic, Mich., modification of license for authority to operate on EST instead of CST as specified in existing license - 6 A.M. to sunset and 9 to 12 P.M. EST; WIBM, WIBM, Inc., Jackson, Mich., modification of license to operate on EST instead of CST as specified in existing license - 5 A.M. to 8 P.M. EST; WSB, Atlanta Journal Co., Atlanta, Ga., authority to use 5 KW transmitter as auxiliary pending action on application for regular license covering use of 5 KW transmitter as auxiliary; KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., special temporary authority to operate from 9 P.M. to 12 Midnight, CST, on Oct. 26, 1933.

City of Utica, N. Y., Oneida Police Dept., Utica, N. Y., C.P. for police service, frequency 2414 kc., 100 watts; W. E. Dunkle Willow Creek Mines, Alaska, C.P. fixed private pt. to pt. tel. 3092.5 kc., 30 watts, to communicate with Anchorage, Alaska; W1XU, State of Connecticut, Forest Fire Service, Portable, modification of C.P. to extend completion date to Dec. 1, 1933; Aeronautical Radio, Inc.: New, Newark, N. J., and New at Washington, D. C., aviation-aero. C.P. 2986, 2922, 2946, 4122.5 5652.5 kc., 15 watts; KMTR Radio Corp., Portable, C.P. temporary broadcast pickup 2342 kc., 200 watts; WPFZ, City of Miami, Florida, modification of C.P. to change equipment and location from Miami to Collins Island, Miami Beach.

Also, W8XAW, W. Va. University, Dept. of Physics, Portable, Morgantown, W. Va., renewal of general experimental license; W7XB, Montana State College, Bozeman, Mont., granted renewal of general experimental license; Boeing Air Transport, Inc.: Assignment of 9 transport licenses to Pacific Air Transport, Inc.; also assignment of 7 licenses to Varney Air Lines, Inc.; also assignment of 21 licenses to National Air Transport, Inc.

Miscellaneous

WJEJ, Hagerstown Broadcasting Co., Hagerstown, Md., denied authority to operate Saturday morning, Oct. 7 from 1 to 4 P.M.; KTBS, Tri-State Broadcasting System, Inc., Shreveport, La., denied their protest against the granting of KRMD's application to operate from 1 to 5 P.M. Oct. 14, 21 and Nov. 25 and 30 (KTBS operates on 1450 kc., 1 KW, unlimited time); WDAE, Tampa Publishing Co., Tampa, Florida, dismissed at request of applicant, application for C.P. 1220 kc., 1 KW, 2½ KW LS, unlimited time (Facilities of WRUF), heretofore set for hearing; Central Broadcasting Co., Davenport, Ia., dismissed from the hearing docket at request of applicant, application for facilities of WIAS - 1310 kc., 100 w., unlimited day, share night.

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: KALE, Portland, Ore.; KDFN, Casper, Wyo.; KECA, Los Angeles, Cal.; KFJR, Portland, Ore.; KFLV, Rockford, Ill.; KGIR, Butte, Mont.; KGNO, Dodge City, Kans.; KID, Idaho Falls, Ida.; KLO, Ogden, Utah; KLS, Oakland, Cal.; KMO, Tacoma, Wash.; KOMA, Oklahoma City; KOY, Phoenix, Ariz.; KQV, Pittsburgh, Pa.; KTBS, Shreveport, La.; KWK, St. Louis, Mo.; KXYZ, Houston, Tex.; WADC, Tallmadge, Ohio; WBAA, W. Lafayette, Ind.; WCBA, Allentown, Pa.; WCOA, Pensacola, Fla.; WCSC, Charleston, S. C.; WFAB, New York; WGAR, Cleveland, O.; WHIS, Bluefield, W. Va.; WIOD-WMBF, Miami, Fla. WKBH, La Crosse, Wis.; WKBW, Buffalo, N. Y.; WLAC, Nashville, Tenn.; WHBK, Memphis, Tenn.; WSAI, Cincinnati, O.; WSPD, Toledo, Ohio; WTFI, Athens, Ga.

Ratifications

Action taken Sept. 27: Radiomarine Corp. of America: KQUU, KIXX, Washington, D. C., granted authority to operate ship stations aboard "West Gambo" and "Lasette"; also Washington,D. C. granted first class public service licenses for vessels "City of Havre" and "Willet" (action taken Oct. 2); Action taken Sept. 30: KGRG, Construction Materials Corp., J. R.Sensibar, Chicago, Ill., granted Third Class Public Service, license; WCFD, Lewis-Sims-Jones Co., "Santa Cruz", San Francisco, granted Third Class public service ship license; Action taken October 2: KTHS, Hot Springs Chamber of Commerce, Hot Springs National Park, Ark., granted special temporary authority to use KRLD's time on 1040 kc., to broadcast World Series; KFYR, Meyer Broadcasting Co., Bismarck, N. D., granted special temporary authority to operate from 1 to 2 P.M. in addition to regularly assigned hours in order to broadcast baseball series; KDOQ, John A. Merritt & Co., Pensacola, Fla., granted 60 day authority to operate 1000 watt spark transm. aboard vessel "Richmond", frequencies 375 to 500 kc.; Action taken Oct. 4: WTIC, Travelers Broadcasting Service Corp., Hartford, Conn., granted special temporary authority to broadcast World Series on 1060 kc., Oct. 4, 6, 8 and 9.

Action On Examiners' Reports

New , William C. Grabau, San Francisco, Cal., denied application for C.P. to erect a coastal Harbor station using frequency 2566 kc., sustaining Examiner Ralph L. Walker; WLCI, Luthern Association of Ithaca, Ithaca, N. Y., denied as in case of default, the application for renewal of license, sustaining Examiner George H. Hill.

Set For Hearing

WFBM, Indianapolis Power & Light Co., Indianapolis, Ind., modification of license to increase specified hours to unlimited (facilities of WSBT); WSBT, The South Bend Tribune, South Bend, Ind. modification of license to change frequency from 1230 kc. to 1360 kc., increase specified hours to 4/7 time (facilities formerly assigned WJKS (now WIND) on 1360 kc.; KJBS, Julius Brunton & Sons Co., San Francisco, Cal.,C.P. to make changes in equipment and increase power from 100 to 500 watts (facilities of KFWI).

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HEINL RADIO BUSINESS LETTER

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No. 663

TELLS CONVENTION RADIO ACT IS CONSTITUTIONAL

Opening the 11th Annual Convention of the National Association of Broadcasters last Monday (October 9) at White Sulphur Springs, W. Va., E. O. Sykes, Chairman of the Federal Radio Commission, declared the Radio Act constitutional.

"Before the passage of the 1927 Radio Law, prior laws had principally been passed with a view to point to point communication, more especially relating to radio communication for safety of life at sea", Judge Sykes told those assembled. "Broadcasting, in the meantime, had developed and the 1927 law deals extensively with this form of communication.

"Like all pioneering legislation, some people doubted the constitutionality of the entire Act while some others challenged the constitutionality of various sections thereof, and from time to time as the Commission promulgated rules and regulations, in some sources doubts were expressed as to their legality. This law gives the Court of Appeals of the District of Columbia appellate jurisdiction over the acts of the Commission. In that Court and also in a few other Federal Courts, the constitutionality of the Act, of certain parts thereof and of the rules and regulations of the Commission, have been challenged. The result of the decisions of these various courts upon these questions thus raised has been most clarifying. The constitutionality of this legislation has been upheld. The rules and regulations of the Commission have been sustained so that now these questions which were doubted by some have been set at rest. It should be most gratifying to all interested in radio to know that the courts have finally adjudicated these questions."

Judge Sykes, who is the only member of the original Commission still serving, told some of the difficulties the Commission encountered immediately after its creation.

"I don't believe that anyone fully appreciated the enormous task delegated to the Radio Commission to be performed in the first year", the Judge told the Convention attenders. "Most people merely assumed that it was a broadcasting matter, that there were no questions of difficulty arising in any of the other channels save that of broadcasting. While the Radio Act provided that the Radio Commission could employ lawyers, engineers, clerks, etc., the Deficiency Bill, carrying the major part of the appropriation for the Commission, failed of passage. Therefore, for the first year of its life, the Commission was forced to borrow from other Departments its professional help and was only able to emply a few clerks. During that year these Commissioners really acted not only as Commissioners but as lawyers, engineers and very often manually operated the typewriters."

THE CONTROL BILL ACT IS CONSTITUTIONAL

Opening the 11th Annual Convention of the National Association of Broadcasters last Monday (October 3) at Palm Springs, Calif., Mr. E. O. Bryan, Chairman of the Federal Radio Commission, analyzed the Radio Act constitutional.

Noting the passage of the 1927 Radio Law, which has not materially been changed with a view to point to point communication, he reasonably alluding to broad construction for reality of life "here", under Gross vs. Lewis decisions. "Broadcasting, in its strength, and activities are the that law deals exclusively with the use of communications.

"Like all pioneering legislation, some doubts occurred as to constitutionality of the entire act while some thought the constitutionality of various sections doubtful, and from time to time as the Commission promulgated rules and regulations, it was asked courts were approached as to their validity. Just to cause court of Appeals of the District of Columbia to rule on certain rules as to the Commission. In fact, there was also the other Federal Courts, the constitutionality of the act, of certain years laws of are in the rules and regulations of the Commission, have been distributed. The result of the decisions of the courts upon these questions have proved the best of all, the constitutionality of this legislation was upheld. In the decisions of the Commission in the Commission have been upheld as to that cases questions were raised by some have been as great doubt - most critics in all conferred to right to show that courts have finally sustained these questions.

Judge Lyons, who is the only member of the original Commission still serving, said some of the difficulties the Commission encountered immediately after its creation.

"I don't believe that anyone fully appreciated the problems that developed on this Radio Commission as the patchwork of first year", but judge total all Commission activities. "Most people seemed to that it was a processing matter, that there no questions of difficulty arising in any of the other commissions from of broadcasting. While the Radio Act provided that the Commission could employ lawyers, engineers, clerks, etc., the Congress still, leaving the major part of the jurisdiction for Commission, taxing of power. Therefore, for the first year of life, the Commission was forced to borrow from other departments of government, only and can only, not to begin a few months. Only that, just there Commissioners finally acted out of only to be lawyers but as lawyers, engineers and very active actually operate the institution."

Remarking that a few years ago a 5 KW was considered a very high powered station, Chairman Sykes continued:

"Now we have more than twenty 50 KW stations situated in different parts of the country and one station is building a 500 KW station for experimental purposes. These increases in power have been gradually made after a most careful study by the Commission.

"There have been great improvements in radio transmitters. In the early days of the Commission it was thought a deviation of 500 cycles from frequency was not bad, now we have the rule of not allowing over a 50 cycle deviation, plus or minus, and with present equipment all lately developed, frequency is maintained much closer than 50 cycles. Again the modulation of transmitters has been wonderfully improved. Great improvements have been made in the microphones that are now in use. Wonderful strides in directional antennae are taking place. Synchronization is making rapid progress and in time I think we may expect to have such perfect synchronization that we may make greater use of broadcasting channels.

"In 1927, the non-broadcasting frequencies above 1500 kilocycles were beginning to be of general use. The Washington International Conference of that year made the first general allocation to services in these frequencies. Full use is now being made of this band between 1500 and 23,000 kilocycles. Here again comes in the very efficient use of directional antennae both for transmitting and receiving stations. Development of very high speed radio telegraphy, the transmission of fac-simile or pictures over radio circuits is now in daily use. Pictures are transmitted by radio over thousands of miles. Research laboratories are now constantly working on uses for frequencies above 30,000 kilocycles.

"The principal development in radio telephony has been made since 1927. Now we have continuous telephone communication by radio between the United States and all other parts of the world. You can talk from your office to nearly every civilized nation."

Judge Sykes referred to the Madrid and Mexican Radio Conferences to which he was a delegate.

"A joint convention was agreed upon at Madrid and separate general regulations for radio, telegraph and telephone were adopted. The United States has never been a signatory to the telegraph or the telephone regulations but is merely a signatory to the radio telegraph regulations", the Judge explained. "By the articles of the joint convention, we are only bound as to the general regulations relating to radio. The documents of the Madrid Convention will probably be submitted to the Senate at its next session and if approved will thus crystalize into a treaty and supersede the Washington agreement.

Although no agreement was reached at Mexico City as to the allocations of frequencies among nations, agreements for exchanges of information among the countries were provided which will bring them into closer association and tend for each to more fully understand and appreciate the problems of the others, the speaker said.

"Now if it is safe to judge the future by the past, I think we may expect many developments and improvements both technical and otherwise in radio in the next few years", Chairman Sykes concluded.

"Visual broadcasting is still in the experimental stage but is having the careful study of some of our greatest technical minds. Some day this will be perfected. Likewise I think we may expect a perfect synchronization which will permit of much greater use of the present broadcasting band.

"Directional antennae should play a most important part in reducing interference. I would not be surprised to hear of developments which may permit at some future time of a narrowing of the 10 kilocycle band. In fact, I shall decline to be surprised at any development or invention in this field."

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SUPREME COURT TO TEST FIRST RADIO LIBEL CASE

As a result of the Nebraska Supreme Court recalling its mandate dismissing the appeal of KFAB at Lincoln, Neb., in the libel suit brought by former Attorney General Sorensen, the way is now cleared for the case to go to the Supreme Court.

In a previous appeal, the Nebraska Supreme Court held that Station KFAB and Richard F. Wood, attorney who delivered a 1930 primary campaign address over the station attacking Sorensen, were equally liable and remanded the case to the Lancaster County District Court for retrial.

The defendant station challenges the legality of the Federal Radio Commission Act, which provides that radio stations must permit opposing political parties to use its facilities without being able to censor speeches.

Shortly after Sorensen had filed an action in State Court, effort was made to remove it to Federal Court, by Judge T. C. Munger, who ruled that the Federal Court was without jurisdiction.

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ELIMINATION OF "BELT STATIC"

The August Summary of Radio Log as submitted by the New London Radio Station, according to Coast Guard Communication Bulletin No. 45, contains the following interesting comment on the elimination of electrical interference resulting from belt driven machinery: "A considerable amount of interference has been experienced at this unit in the past and at times making reception very difficult. The greater part, it has been found, was caused by 'belt static', and coming from the machine shop in an adjoining building. It was found that by grounding the shafting at several places this could be effectively eliminated."

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A.N.P.A. SEES THREAT IN COLUMBIA NEWS SERVICE

E. H. Harris, of the Richmond (Indiana) Palladium, Chairman of the Radio Committee of the American Newspaper Publishers' Association, has sent the following bulletin to members of the Association:

"The announcement of the Columbia Chain that it has established a news-gathering organization to compete with the national news-gathering organizations of the newspapers seems to demonstrate that a general attack has been launched by broadcasters against newspapers.

"The action taken by newspapers against broadcasters for the illegal use of news which belongs to press associations has prompted the broadcasters to form their own news-gathering organization. This step was anticipated by the newspapers following the threat which was issued by the broadcasters last April.

"Some of the broadcasting magazines are hinting at a general war on newspapers, and Radio Guide, published in Chicago, prints an article entitled 'Radio Prepares for War On the Press.'

"I am writing to each member of the Radio Committee in each State to be on the lookout for definite steps taken by broadcasters to launch this campaign against newspapers.

"The constant use of radio broadcasting by the Federal Government to get its message across to the people shows plainly that the broadcasters have succeeded in over-selling the administration on the advantages of radio broadcasting.

"The fact of the matter is that the newspapers corralled the audience for the broadcasts of the administration spokesmen, then published the message as news, and thereby gave to the broadcasters the opportunity of saying that broadcasting got the message across to the public."

The bulleting further quoted a news story appearing in the New York Times recently that called attention to the Federal censorship over radio and the new set-up in political broadcasting It closed with a request for information regarding the feelings of publishers in all States regarding radio and suggestions for further action by the Radio Committee.

Declaring that the "newspaper-radio war is progressing merrily", George Durno, writing in the "National Whirligig", a feature of the McClure Newspaper Syndicate, continues:

"The radio people are getting silent sympathy from General Johnson and his NRA forces. They have been resorting more and more to the broadcast to get their ideas over.

"Their complaint is that the newspaper headlines almost invariably tie up NRA in some kind of a fight. Newspaper banners pay more attention to 'Ford and Blue Eagle at Odds', etc. than

they do th NRA's accomplishments. What Johnson fails to gauge is the relative value of news. A fight is always more interesting than a peace conference. The radio lad probably had some such psychology in mind when he got a member of the posse to blast away in front of his mike while he talked a few aerial headlines.

"The 'war' isn't all between the newspapers and the radio. The latest skirmishes resulted in Columbia charging National Broadcasting with bad faith in that NBC had planned to set up a news service too but just at present was enjoying newspaper good will by letting CBS take the rap."

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NO PROGRESS IN BROADCASTERS' CODE

There is nothing new in the situation of the Broadcasters' Code at the National Recovery Administration. Government officials are working on the Code but nothing definite can be accomplished until after the NAB Convention at White Sulphur Springs, W. Va. It is expected that immediately after the convention is over that negotiations will immediately be begun in an effort to straighten out the Code situation at the earliest possible moment.

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NEW ORLEANS STATION SEEKS APPEAL OF COMMISSION'S DECISION

No time was lost by Station WWL, of New Orleans, in appealing in the District of Columbia Court in the hopes of reversing a decision of the Radio Commission which refused to give WWL full time when "Old Man" Henderson went off the air at Shreveport, La., recently.

The New Orleans station shared time with Henderson and had expected that his facilities would be assigned to them. Instead, the Commission gave the Henderson frequency to the International Broadcasting Company.

As grounds for the appeal, Station WWL declared, among other things, that there had been no hearing granted to the station by the Commission.

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COLOR IN RADIO FACTORIES MEANS BETTER WORK

The stimulating quality of color in workshops and factories frequently proves to have a wholesome mental and psychological effect on employees, resulting in faster and better work, according to Bond Geddes, Executive Vice-President and General Manager of the Radio Manufacturers' Association.

"Persons working in slovenly surroundings", Mr. Geddes believes, "acquire the nature of these surroundings, and unconsciously turn out slovenly work."

Experiments carried out in many of the leading industrial plants of the country have proved that proper painting of workshops and factories benefits the worker morale and improves the quality of the product.

In all manufacturing plants, there are certain production assets whose merits are just beginning to receive due consideration by industrialists. Lighting, even though its values are obvious, is one. Air conditioning, temperature control, the possibilities of windowless buildings and sound control are others.

Paint experts believe that color must be added to this list - color for both plant machinery and equipment. With white walls to aid lighting and worker vision, colored machinery and equipment - in the lighter tints - fit perfectly into the modern conception of a production unit.

A large radio tube manufacturer found that the use of orange and pale blue on plant machinery reduced the number of tube rejections two-thirds in the first week. The orange afforded color contrast with the greens and blues in the gas flames of a stemming machine; the pale blue paint was used because it gave a cool effect in the hot industrial plant. Similarly good results have been obtained from experiments tried out in a wide variety of industrial units.

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COURT TOLD HIM HE MISSED HIS CHANCE

Pointing out to the petitioner that he had had a chance to intervene in a similar case and did not do so, the Federal Radio Commission in filing its answer in the Supreme Court of the District of Columbia, speedily passed the buck back to Gerald V. Moore, of Washington, who alleged the Commission had violated the law in granting a renewal of license to NBC stations, because that company is a subsidiary of the Radio Corporation of America. Moore complained that the RCA had been adjudged guilty of monopoly in the tube case at Wilmington.

The Federal Radio Commission likewise took acception to this denying that the Radio Corporation had been finally adjudged guilty in that particular field.

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AUTOMOBILE RADIOS ON DISPLAY AT LONDON AUTO SHOW

Despite a rumor which reached this country to the contrary, the British Ministry of Transport did not forbid the exhibition of automobiles equipped with radios at the Olympia automobile show. Instead, at this great exhibition where the motor car manufacturers of the world first display their new models, no less than seven of the leading makes of cars were on exhibition with Philco automobile radios already installed ready to tune in any program on the air. It would seem that the growth in popularity of automobile radios in the United States during the past few years is likely to be duplicated this coming season in Great Britain. There were 500,000 automobile radios sold in 1933.

The automobile show at Madison Square Garden, New York City, which corresponds to the Olympia Show in London, will probably exhibit an even larger proportion of radio-equipped cars.

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PHILCO TO LAUNCH EXTENSIVE NEWSPAPER CAMPAIGN

Mr. Sayre M. Ramsdell, Sales Promotion Manager of Philco Radio & Television Corporation, of Philadelphia, Pa., has just announced that the special Fall and Christmas advertising campaign - by far the heaviest in the company's history - will call for the addition of full page schedules in over 50 of the largest metropolitan newspapers to the extensive campaign already ordered in national magazines and radio. Six full pages will be used in each of 51 newspapers during November and December - a concentrated drive for Christmas radio sales in the largest cities from coast to coast. Full page advertising in magazines, and the five times a week radio broadcasts featuring Baoke Carter will continue on the regular basis.

With the addition of newspaper space to the other media at present in use, Philco will spend over $600,000 in advertising in the period of eleven weeks preceding Christmas - an outstanding demonstration of the faith one of America's largest manufacturers has in the ultimate success of the N.R.A. program.

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PASSING OF HERNAND BEHN REGRETTED BY RADIO INDUSTRY

That Hernand Behn, President of the International Telephone and Telegraph Company, who died in France, should be called at the early age of 53, was deplored by the radio industry. Behn, who with his brother Sosthenes, bought a broken down telephone system with 250 disgruntled subscribers, turned it into a network extending over two continents.

Mr. Behn was born in the Virgin Islands. As President of the International Telephone & Telegraph Co. his operations extended into 42 countries.

Educated in Corsica, France, and the United States, the brothers became bankers in Puerto Rico. Their first telephone system was unloaded on them by a debtor, who himself had obtained it for a debt.

The brothers established a telephone system in Havana. From Cuba, they spun a wire to the American mainland and hooked it up with the Bell system. Then the International Telephone & Telegraph Co. was born in 1920.

The Radio Corporation in Cuba was the next step. Then they took over the telephone systems in Madrid and Barcelona, gradually spreading throughout Spain. France and Mexico followed.

The All-American Cable Co. was their next acquisition. Finally they acquired the Mackay companies, including the United States network of the Postal Telegraph System.

The International Telephone & Telegraph Company presented the telephone system to the Vatican and later Mr. Behn was one of the principal donors of the Vatican wireless system. For these gifts several high honors were conferred upon him by the Pope.

Mr. Behn is survived by his widow and four children.

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SPECIAL VARIETY RADIO CITY NUMBER

A special radio edition will be issued by Variety on or about November 15th when the National Broadcasting Company celebrates its 7th anniversary by opening up in Radio City. It will be profusely illustrated and on the order of the special issues Variety gets out in connection with moving pictures and theatrical events.

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DOC MOVES THE GLAND BUSINESS TO TEXAS

Said to be hard hit financially but evidently satisfied that everything is O.K. in Mexico, as a result of representations made for him in Mexico City by former Vice-President Curtis, Dr. John R. Brinkley has pulled up stakes in Kansas and moved to the Texas border, where, however, he will still continue to be a thorn in the side of the Radio Commission.

"Dr. Brinkley, of goat gland fame, has deserted the Kansas village that his disputed rejuvenation operation put on the map", a Kansas dispatch reports.

"Gloom hung over Milford's 300 souls tonight. More than half of them faced unemployment or dimunition of income. The colorful practitioner-politician who rocked medical circles and Kansas politics was gone.

"Dr. Brinkley blamed the depression for forcing him to move to Del Rio, Tex., just across the Rio Grande from his powerful 'outlaw' radio station XER. The Federal Radio Commission barred it more than two years ago.

"An overland caravan moved toward the border town. It carried equipment and personnel of his hospitals, business enterprises and household goods. Rolling along was the 'bally-hoo' train of expensive, loud-speaker equipped automobiles with which he vainly sought the governorship of Kansas."

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MAJESTIC RADIO SHIPMENTS STILL INCREASE

September represented the fourth consecutive monthly increase for Majestic radios and the best month since 1931, according to Le Roi J. Williams, Vice-President of the Grigsby-Grunow Company.

"We shipped over 51,000 sets in the month of September", said Mr. Williams, "and our daily shipments last week reached a total of over 4,000 sets per day. At present we are producing at the rate of about 3,500 a day.

"Our unfilled orders total over 64,000 radios, and we now have 5,800 employees working night and day shifts. Volume of distributors' orders approximate three times that of last year and there is a great sustained demand for both radios and tubes."

The October production schedule for Majestic radios represents a thirty percent increase over that of September.

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BUSINESS LETTER NOTES

President Franklin D. Roosevelt and Ex-Secretary of War Newton D. Baker will open the Nation's annual drive for human relief in special messages to be broadcast over the combined CBS and NBC networks on Sunday, October 15, between 10:00 and 10:30 P.M. EST.

H. M. Pauley, formerly Radio Service Manager, has been advanced to the position of General Service Manager of the Grigsby-Grunow Company, manufacturers of Majestic radios, refrigerators and tubes. In his new position, Mr. Pauley will have complete charge of both refrigeration and radio service.

Charles J. V. Murphy, newspaperman, author and radio announcer, was chosen last week as production manager and announcer of the weekly programs to be broadcast from the base of the Byrd Antarctic Expedition in Little America over the Columbia Broadcasting System's nationwide network. John N. Dyer has been chosen technical director of the Little America broadcasting station.

Little America's first radio star will be Mike, a sandy-haired husky from Manitoba, and his bark will be the signal to the American radio audience that Little America is on the air.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(October 10, 1933)

WCOD, Keystone Broadcasting Corp., Harrisburg, Pa., C.P. to move transmitter and studio locally in Harrisburg; WBAX, John H. Stenger, Jr., Wilkes-Barre, Pa., C.P. to make changes in equipment; WKFI, J. Pat Scully, Greenville, Miss., C.P. to move station from Greenville to Greenwood, Miss.; WLBC, Donald A. Burton, Muncie, Ind. C.P. to make changes in equipment and increase power from 50 to 100 watts; WAMC, Raymond C. Hammet, Anniston, Ala., modification of C.P. extending commencement date to Nov. 15 and completion date to Feb. 15; KFNF, Henry Field Co., Shenandoah, Ia., authority to operate simultaneously Oct. 14 from 1:45 to 4:45 P.M.; same for WILL, University of Illinois, Urbana, Ill.; KGFL, KGFL, Inc., Roswell, N. M., permission to operate transmitter without approved monitor so that it may be sent to manufacturer to be recalibrated, for 30 days; KFDY, South Dakota State College, Brookings, S. Dak., special temp. authority to operate from 8 to 8:45 P.M. CST, Oct. 18,

provided KFYR remains silent; WMBH, W. M. Robertson, Joplin, Mo., special temporary authority to operate from 2:30 to 6 P.M. CST on Oct. 13 and 27, and Nov. 4 and 24, 1933, and from 3 to 6 P.M. CST, Oct. 19; WSAJ, Grove City College, Grove City, Pa., special temporary authority to operate from 2 to 4:30 P.M. EST, Oct. 14 and Nov. 25th.

Also, Penna. Airlines, Inc., Pittsburgh, Pa., authority to use existing aircraft station as broadcast pickup station on Oct. 13, in connection with the "Back to Cleveland celebration"; KSW, City of Berkeley, Berkeley, Cal., modification of license to change frequency from 2422 to 1658 kc., also police license 2422 kc., 400 watts; Delbert E. Replogle, Portable & Mobile in Ridgewood, N.J.: general experimental C.P. frequencies 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600 and 41000 kc., 25 watts; W2XAE, Ridgewood, N. J., renewal of license in accordance with existing license; also modification of license for same, frequencies 17310, 23100, 25700, 26000, 27100, 30100, 31100, 31600, 34600, 35600, 37100, 37600, 38600, 40100 and 41000 kc., 1 KW; Grigg Radio Laboratory, Phoenix, Ariz., general experimental C.P. frequencies 2398, 3492.5, 4797.5, 6425, 12862.5 17310 kc., 1 KW;

Also, D. Reginald Tibbetts, Portable & Mobile, general experimental C.P.'s for 7 new stations, frequencies 41000, 51400, 61000, 63000 kc., 25 watts; City of San Bernardino, San Bernardino, Cal., C.P. for police service, 1712 kc., 50 watts; KIFS, KFJI Broadcasters, Inc., Portable, C.P. for temporary broadcast pickup service 1518 kc., 50 watts; W1XAZ, Westinghouse Electric & Manufacturing Co., Millis, Mass., modification of C.P. to extend completion date to Nov. 1, 1933; WPFT, City of Lakeland, Lakeland, Fla., modification of C.P. extending completion date to Dec. 18, 1933; WLEZ, The Norfolk Daily News, Norfolk, Neb., modification of license, 2342 kc., 5 watts.

Ratifications

Action taken October 4: KJTY, Richard E. Byrd, "Jacob Ruppert", Boston, Mass., granted 2 third class private ship licenses; Action taken October 5: WMEF, Radio Corporation of America, Washington, D. C., authority to use station for period of 30 days for purpose of testing equipment, frequencies 1566 and 2390 kc., 150 watts.

Applications Denied

KLUF, George Roy Clough, Galveston, Texas, denied authority to reduce unlimited hours of operation to specified for period of 6 months ending May 1, 1934, and suspension of Rule 151 for that period; KUOA, KUOA, Inc., Fayettesville, Ark., denied authority to operate until 6:30 P.M. pending filing of application.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF OCTOBER 13, 1933.

No. 664

BROADCASTERS PLEDGE SELVES TO RENEW COMPOSERS' WARFARE

WHITE SULPHUR SPRINGS, W. Va., October 00 - Concluding what was probably the most militant session ever held by the National Association of Broadcasters, practically every man at the meeting either pledged his station or promised to urge his Directors to contribute 10 percent of what is paid the American Society of Composers to a war chest to fight the Society to a finish. There wasn't a dissenting voice.

Isaac D. Levy, of Philadelphia, made a midnight appeal to the tired delegates which doubtless will be long remembered by those who heard it. The feeling became so intense against the Composers as the Broadcasters steamed up that Oswald F. Schuette, while speaking, hearing some sort of disturbance in the next room, said, "I hope that is Mills listening!" This referred to E. C. Mills, General Manager of the American Society of Composers.

Mr. Levy declared time and again that he was certain Mr. Mills had a personal representative "planted" in the meeting and repeatedly addressed his remarks to this man, if any such were present. The Composers were frequently referred to as racketeers. In fact, Mr. Schuette said he had lodged a recent complaint against them in the newly organized Racketeering Division of the Department of Justice "where they handle bombers and kidnappers".

This complaint was one from the West Coast where, Mr. Schuette alleged, the American Society not only sent a notice to the broadcasting station that they would sue them if they didn't take out a license, but also sent warnings to the station's advertisers that they also would be prosecuted. Schuette said he had likewise laid this before the Federal Trade Commission as well as the Governor of the State.

"Instead of calling it the American Composers' Society", Mr. Levy shouted, "they ought to call it the 'Mills, Buck and Burkan Society'". This sally, which included Gene Buck, President of the ASCAP, and its counsel, Nathan Burkan, brought down the house.

"Mills gets $100,000 a year", Mr. Levy continued, "while Irving Berlin, the country's greatest popular song writer, gets but $4,300. Berlin told me that himself and he is very sore about it.

"When I first talked with Mills, I asked him, 'Regardless of any plan, are the Broadcasters going to pay more or less whatever way it works out?' 'Whatever plan you are going to pay more', Mills asserted. 'If you are paying "X" dollars now, you will pay "Y" more dollars later'. I understood it after he had illustrated it", Mr. Levy said, amid laughter.

The delegates were told several times that there is considerable dissension within the ranks of the Composers.

"You broadcasters sit back complacently and apparently believe because we've filed a suit that it is all over and we have won a great victory", the irate Philadelphian hurled at them. "All you have done is to put on the boxing gloves and the Composers are coming at us fighting."

Mr. Levy declared that an immediate appeal would be made to stations who are not NAB members to contribute their 10% to fight the Composers, regardless.

The first and only speech of the Convention to be interrupted by applause was that made by Joseph C. Hostettler, law partner of Newton D. Baker, who proved himself to be a natural humorist.

"I am interested in this copyright fight both as a legal matter and about half as a personal matter", Mr. Hostettler began. The reason for the latter, he said, was a call he had made upon Mr. Mills with M. A. Howlett of WHK, Cleveland, a client, and long before his present connection with the broadcasters.

"'We'll make a change in the WHK rate', Mr. Mills finally told us'", Mr. Hostettler related, "and then Mills added, 'You are going to sign it whatever it is because you can't operate your station without our music.'

"My face showed displeasure because no one can look pleased when someone sticks a gun at him. 'I wasn't wondering if you were going to be kind and just to us', I said to Mills. 'Your face shows that, but I was wondering if anybody ever had that much power.'"

"As we went down in the elevator I said to "M.A.", 'Is it true what that man said that you can't operate your broadcasting station without a license from him?' To my astonishment he replied, 'I believe it is.'

"That just won't do. It can't last. It is contrary to every principle our government was founded upon. We are in a lawsuit with them now and I am not going to discuss it further than to say that we may lose a battle but we are not going to lose the war if the broadcasters stand together and demand the right to pay only for the music they use and that's all they have ever asked."

Mr. Levy credited Frank M. Russell, of the NBC with being the man who first suggested enlisting Newton D. Baker into the cause. After the matter had been put up to Mr. Baker, he replied, "Boys this is a great injustice. I'll be glad to take the case."

It was a spirited convention throughout and the official list showed that 223 persons had registered. Edwin M. Spence of Atlantic City, a pastmaster at entertaining, proved an ideal Chairman of arrangements. The Convention was officially opened by

the following telegram from President Roosevelt to President McCosker:

"I extend to you and to the members of the National Association of Broadcasters assembled in convention at White Sulphur Springs, my heartiest greetings. Your organization stands for a young but tremendously important industry. I know this convention will carry forward another year of successful achievement and assure you that you have by good wishes."

Phil Loucks, Managing Director of the Association, told of the establishment of a statistical service for the industry, a Program Clearing House, improved weekly bulletins and expansion of engineering services. Mr. Loucks was praised for his work, likewise complimentary references were heard in connection with the efforts of his assistant, C. J. Dowd, who proved a particularly handy man at the Convention.

Although Dr. C. B. Jolliffe, Chief Engineer of the Federal Radio Commission, told the Broadcasters they attained a technical standard exceeding that of any others in the world, nevertheless he pointed out quite a few things they still could do.

"You ask for more power", the Federal Engineer declared, "but I have yet to see any one of you try to improve 1000 watt transmitting equipment, say, to make it the equivalent of 5,000 watt equipment."

Dr. Jolliffe said a weak spot was the antenna system. "To many of you", he declared, "an antenna is simply a wire strung between two poles."

"Why do we not have television broadcasting today?" John V. L. Hogan, of New York, asked.

"One answer to that question is that we do now have television broadcasting services; some seventeen experimental television transmitters have been licensed by the Radio Commission, and several of these are transmitting on regular time schedule. None of these stations, however, has been authorized to transmit a sponsored television programme, and consequently whatever material is prepared for transmission must be of the 'sustaining' type, and is planned and executed at the station's own expense. Since the majority of those who operate experimental television stations are primarily concerned with apparatus development, it is not surprising that their budgets do not provide for a more extensive development of programmes."

The establishment of a radio "A.B.C." (Audit Bureau of Circulation) was urged by John Benson, President of the American Association of Advertising Agencies.

"What the broadcasting business needs is - more reliable and more definite measure of its audience; first, how much and where located; then how attentive and to what; when most approach-

able or most responsive, with a number of related facts which throw light on the medium and its use", Mr. Benson said.

"What the undertaking needs, in my opinion, is some joint bureau, financed by the stations surveyed, on which the N.A.B. the agencies and the advertisers might be represented by a group of technical and advertising experts, to set standards, determine methods, hire and control engineers, supervise compilations and reports. This would be a distinct advance towards building a radio A.B.C.

"Signal strength measurements are merely the foundation, however, of the structure of facts we need to measure radio coverage, that is, effective coverage. Further studies should be made to determine how many of a potential audience are listening, when and how they listen, on what days, at what hours, and with how much preference for one program over another, for one station over another."

Father Burke, of Station WWL, New Orleans, told of the bitter political fight to be waged there and asked how he could be protected from libel and slander responsibility if candidates deviated from their set speeches.

"I should say", Henry Bellows, Chairman of the NAB Legislative Committee replied, "anyone who broadcasts a political speech does it at his own peril until the Nebraska decision is tested by the Supreme Court, which, by the way, will be about March 20. Until then a broadcaster handling a questionable political speaker is liable to put his head in the noose."

Among those attending the Convention were Bond Geddes, of the Radio Manufacturers' Association, and former Radio Chairman Ira E. Robinson. Judge Robinson, who is a native of West Virginia, said he came along "just to furnish bail if any of the boys needed it."

John W. Guider, Code Counsel, told the Convention that if the labor clauses could be agreed upon, there was a fair chance of getting it to the President within a week. Otherwise, it was problematical as to when it would be signed.

"We are having trouble with the Code but not with the Administration", Mr. Guider said. "If it hadn't been for organized labor, we'd have had the Code by now. Ed Nockels, the Labor Advisor, turned up with an entirely new Code which labor had written."

Mr. Guider said that the Temporary Code Authority, those who would administer the Code for the next 90 days, would be composed of Mr. Nockels; Isaac Buckwalter of WGAL, Lancaster, Pa.; Frank M. Russell, NBC, Washington; Henry Bellows, Columbia, Washington; Emile Denemark, Chicago; John Elmo, Baltimore; Alfred J. McCosker, New York; John Shepard III, Boston; and James W. Baldwin, Washington.

There will not be an investigation of the Radio Industry by Congress according to Henry Bellows, Chairman of the Legislative Committee.

"Investigations cost money and Congress hasn't any money", Mr. Bellows said. "Maybe not the next session but sooner or later a Communications Commission will be passed. The Commission will be comparable to the Interstate Commerce Commission.

"If anything like that comes up, you want to oppose it because the main job of the Commission will be rate fixing and the next thing they will want to do will be to make rates for broadcasting."

Mr. Bellows warned the broadcasters to look out for tax bills which he said were sure to come. He advised the broadcasters in each State to organize and get ready for this and other State legislation. The speaker said that every broadcaster should make the personal acquaintance of their Senators and Congressmen.

"So often we send a wire from Washington asking a broadcaster to get into touch with his Senators and Congressmen", Mr. Bellows concluded. "'Glad to' they reply, 'who are they?'"

The following resolutions were passed by the Convention:

Resolved, That the National Association of Broadcasters hereby approves the past actions of its officers and directors in their effort to secure an equitable contract between the American Society of Composers, Authors, and Publishers, and the Broadcasters, and hereby authorizes and directs its officers and directors to continue such effort, and to raise all necessary funds for that purpose, in such manner as they may deem most effective.

Resolved, That the National Association of Broadcasters hereby indorses the work of its Code Committee in the preparation of a Code of Fair Competition for the Broadcasting Industry, and specifically urges upon the Code Committee the absolure necessity for maintaining the principle of a forty-eight hour minimum week for broadcast operators and control men, on the ground that the long hours, seven days each week, during which this industry must operate as a matter of service to the Public, makes it impossible for many broadcasters to continue in business except at a disastrous loss on the basis of shorter hours for operators and control men.

Resolved, That while the National Association of Broadcasters is eager to cooperate in protecting the Public against exploitation through untruth or unscrupulous advertising, it believes that any legislation for this purpose must be reasonable and precise in definition, uniform in administration and fair in

application, and therefore, this Association must record itself as definitely opposed to the enactment, unless on the basis of many and far-reaching changes therein, of the bills to rewrite the Pure Food and Drug Law now pending in both Houses of the Federal Congress.

Resolved, That in view of the commitment now being required of every broadcaster under the terms of the National Recovery Act, it is a manifest injustice that this industry should be compelled to measure the existence of every one of its component parts in terms of not more than six months, and that, as a definite part of the National Program of recovery and increased stability and confidence, the Broadcasters are clearly entitled to the full term of license provided by Congress in the Radio Act of 1927; and this Association hereby directs its officers and directors to present to the Federal Radio Commission its urgent request for action which will bring the regulations of that Commission in accord with the provisions of the law.

Resolved, That the National Association of Broadcasters undertake through the proper Committee the study of all sales costs with a view of presenting definite recommendations at the next annual convention of the Association in 1934.

Whereas, the practice of accepting business on a "per inquiry" and "commission" or "contingent" basis has been widespread among stations, and is against public interest, convenience and necessity, and

Whereas, such practices are inimical to the best interests of broadcasting, and unfair to legitimate buyers paying card rates, be it therefore

Resolved, That the National Association of Broadcasters considers such business so accepted as constituting unfair trade practices, and that furthermore, all business must be accepted only at card rates.

Whereas, there is an insistent demand on the part of advertisers and advertising agencies for uniform station data, and

Whereas, many methods of measuring station coverage and program prestige have been advanced with resultant confusion, it is, therefore,

Resolved, That the NAB is of the opinion that a survey of potential coverage is basic and preliminary to any further surveys or measurements, and recommends that steps be taken to standardize practices of measurement.

Whereas, the use of the electrical transcription method of broadcasting programs is generally accepted by both stations and by listeners, and has become an important economic factor in the operation of broadcasting stations, and

Whereas, there is definite evidence of serious loss in income to stations because of existingrequirements that electrical transcription programs must be so announced, and

Whereas, there has been sufficient progress in the manufacture of electrical transcription programs that the reproduction of the majority of such programs are now generally considered as excellent, and

Whereas, the broadcasting industry would be greatly benefitted by the removal of existing restrictions, therefore, be it

Resolved, that the National Association of Broadcasters hereby respectfully urges the Federal Radio Commission to alter the existing regulations requiring that electrically transcribed programs made especially for broadcasting be so announced, so that such a transcription may be announced merely as a production of the concern making such transcription.

Whereas, the practice of accepting "script" and electrically transcribed programs of a commercial character, on a sustaining basis, is against public interest, convenience, and necessity, and,

Whereas, such a practice is unfair to legitimate buyers of Broadcasters facilities, be it therefore,

Resolved, that the National Association of Broadcasters considers such business so accepted as constituting an unfair trade practice.

Alfred J. McCosker, of Station WOR, Newark, was reelected President. Other officers elected were: 1st Vice-President, Leo Fitzpatrick, of Station WJR, Detroit, Mich.; Second Vice-President, John Shepard III, of Station WNAC, Boston, Mass; Treasurer - I. D. Levy, of Station WCAU, Philadelphia, Pa.

The following Directors were elected for a three-year term: Arthur B. Church, Station KMBC, Kansas City, Mo.; Frank M. Russell, Station WRC, Washington, D. C.; H. K. Carpenter, Station WPTF, Raleigh, N. C.; I. R. Lounsberry, Station WGR, Buffalo, N.Y.; and William S. Hedges, Station KDKA, Pittsburgh, Pa.

R. D. H.

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ALLOTMENT FOR RADIO FACILITIES

An allotment of $712,500 to the Navy Department for the improvement of radio communication facilities at six stations has been announced by Federal Administrator of Public Works Harold L. Ickes.

A large proportion of the money will go into the purchase of new equipment for modernizing the stations, especially at Pearl Harbor, Hawaii; Annapolis, Md., and Summit, Canal Zone.

The allotment authorizes the following expenditures:

Annapolis, Md., $332,000; Summit, Canal Zone, $191,000; Pearl Harbor, Hawaii, $153,000; San Diego, Calif., $15,000; Washington, D. C., $10,000; Sandy Hook, N. J., $3,500; An allotment of $8,000 was made for miscellaneous improvements.

Navy Department officials estimate that bids on the new equipment can be advertised almost immediately and that about 400 men will be given employment for nine months.

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CUBAN RADIO IMPORTS INCREASE

Contrary to the normal trend of radio equipment, imports into Cuba, those of July and August of this year, were both substantially above the imports of previous months, according to Assistant Commercial Attache H. N. Tewksbury.

A total of 356 sets was imported in July, as compared to 173 in July, 1932, and 294 units in August, 1933, and 158 units in August, 1932. Owing to the exceptionally small imports during the first four months of 1933, the total imports for the first eight months of this year were 42.5 per cent below those of the corresponding period of 1932. Thus far in 1933, only 1491 radio receiving sets have been imported into Cuba against 2,592 in the first eight months of 1932.

Cuban radio dealers, the report states, had expected that the annual Government tax on radio receiving sets would be removed. The agitation in the first few months against this tax resulted in such small sales that all importers were hesitant about placing orders until some definite action was secured. However, stocks of old models have been substantially reduced at sacrifice prices, which has permitted heavier importations during the past few months.

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BUSINESS LETTER NOTES

Examiner George H. Hill has recommended to the Federal Radio Commission that it deny the application of the Greensburg Broadcasting Station for the erection of a new station at Greensburg, Pa. The Examiner, in his report, found that there was not proper financial backing, that such a station as requested might lead to interference and that there was not sufficient showing of a service needed in the area.

Paul ("Fritz") Morency, of Station WTIC, Hartford, who is ill in a hospital there, was the recipient of a telegram from the National Association of Broadcasters telling him that the Convention at White Sulphur Springs wasn't quite a complete one without his presence there, and anticipating with pleasure his being with them next year.

A production in radio receiving sets during the six months ending September 30 greater than that of any similar period in preceding years, and an increase in employment payroll of approximately 100 per cent during the two-month period ending September 30, has been announced for the Crosley Radio Corporation by Powel Crosley, Jr., President.

These figures show, according to Mr. Crosley, that during the month of September, the number of radio sets built and shipped exceeded by more than 25 per cent that of the highest September production in the history of this Cincinnati manufacturing concern. Since August 1, when the Crosley company began operation under NRA codes, 1,310 persons have been added to its payroll bringing the total, as of September 30, to 2,737. Further additions are being made daily.

Plans for superstation XEPM at Piedras Negras, across the Rio Grande from Eagle Pass, Texas, are forming. Howard W. Davis, manager of the proposed 100,000 watt broadcaster, will have studios in San Antonio.

Grigsby-Grunow Company has just announced the manufacture of 4 new modernistic models in radio cabinets - Model 666 - Ritz; Model 776 - Lido; Model 886 - Park Avenue and Model 996 - Reviera; In addition, 3 other models have been announced - a Queen Anne Consolette in matched butt walnut; a Tudor consolette in all oak cabinet with an antique finish, and a conventional console of smart appearance.

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NO CODE DEVELOPMENTS

Officials of the National Association of Broadcasters, who have been working on the broadcasting code with the N.R.A. returned to Washington on Thursday. It is understood that within thenext day or so they will begin active negotiations again looking toward a quick adjustment of the various problems under discussion.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(October 13, 1933)

WNRA, Kathryn Jones, Florence, Ala., modification of C.P. approving transmitter location at Muscle Shoals City, Ala., and studio location from Florence, Ala. to Muscle Shoals City; changing type of equipment and extending commencement date to 15 days from this date and completion date to 105 days from this date; WJEM, Britt A. Rogers, Jr., Tupelo, Miss., modification of C.P. extending completion date to Feb. 1, 1934; KNOW, KUT Broadcasting Co., Austin, Texas, modification of C.P. extending commencement date to Sept. 29 and completion date to Dec. 29, 1933; WRUF, University of Florida Gainesville, Fla., authority to operate simultaneously with KOA from 8 P.M. Oct. 14; WIND, Johnson-Kennedy Radio Corp., Gary, Ind., authority to use auxiliary transmitter for one week from Oct. 15, while installing main transmitter at new location.

Renewal of Licenses

The following stations were granted renewal of licenses for the regular period: WAAB, Boston, WBIG, Greensboro, N. C.; WCKY, Covington, Ky.; WDRC, Hartford, Conn.; WFBL, Syracuse, N. Y.; WHAZ, Troy, N. Y.; WHBL, Sheboygan, Wis.; WHOM, Jersey City; WODX, Mobile, Ala.; WSFA, Montgomery, Ala.; WTAQ, Eau Claire, Wis.; KFAC, Los Angeles; KIDO, Boise, Idaho; KGNF, North Platte, Neb.; KOH, Reno Nev.; KSCJ, Sioux City, Ia.; KFQD, Anchorage, Alaska.

Applications Granted
(Other Than Broadcasting)

Mackay Radio & Telg. Co., Inc.: WMK, WMQ, WIF, WKI, Sayville, N. Y., C.P.s to install new transmitters; WNU, Tropical Radio Telg. Co., New Orleans, C.P. to install new transmitter; KGZX, City of Albuquerque, N. Mex., license for police service, 2414 kc., 50 watts; WFC, Tropical Radio Telg. Co., New Orleans, modification of 6 licenses to change authorized power to 600 watts; W1XN, Weslyan University, Middletown, Conn., renewal of general experimental license in exact accordance with existing license; W6XE, Pioneer Mercantile Co., Bakersfield, Cal., renewal of special experimental license in accordance with existing one; WPFX, City of Palm Beach, Fla., Police Dept., 90 day extension in which to complete construction of emergency police station.

Also, Radio Corporation of America, Rocky Point, N. Y., special authority to operate seven point-to-point radio telg. communication stations at Rocky Point, for purpose of communicating with the Richard Byrd Expedition, Station KJTY, aboard SS "Jacob Ruppert" during the vessel's voyage to Little America; Press Wireless, Inc., Hicksville, N. Y., special experimental license 8810, 11640, 15700, 18560, 20800 kc., 5 KW for experimental communication to Tokio, Shanghai and Mukden; KJTY, T. S. McCaleb, Communication Engineer, Byrd Expedition, S.S. "Jacob Ruppert" 30 day authority to operate on frequency 3430 kc., for purpose of testing equipment by communicating with Rocky Point; W1OXD, Radio Industries Corp., Portable, W2XAJ, City of Port Jervis, Portable and Mobile; W9XAH, Inc. Village of Tinley Park, Ill.; and W6XBC, Martin W. Bannister, portable & mobile - in Yuma and vicinity, Arizona and California, - all granted renewals of general Experimental licenses in accordance with existing licenses; State of Washington, Highway & Police Dept., Portable and Mobile on Snowplow, Snoqualmie Pass, Wash., 3 C.P.s for police service, 2506 kc., 10, 10 and 50 watts respectively; Same for State Police Car, Wash., 2506 kc., 10 watts; Highway & Police Dept., C.P. for police service, 2506 kc., 50 watts.

Applications Denied

WBHS, Radio Station WHBS, Inc., Huntsville, Ala., denied authority to remain silent pending Commission's decision on application to move station, or until certain arrangements can be consumated for new quarters; KGBX, KGBX, Inc., Springfield, Mass., denied authority to operate unlimited time pending decision on application of voluntary assignment of license of KGIZ.

Miscellaneous

KTHS, Hot Springs Chamber of Commerce, Hot Springs National Park, Ark., and KRLD, KRLD Radio Corp., Dallas, Texas, reconsidered action of Sept. 29th, granting special temp. auth. to operate on Nov. 24 and changed date to Nov. 30; WHDL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., application for special temp. auth. to operate until 7 P.M. during Sept. and Oct. heretofore set for hearing, was dismissed to applicant's request

Ratifications

Action taken Oct. 7: Radiomarine Corp. of America: KDSW, Washington, D. C., 60 day authority to operate additional transmitter aboard Vessel "Atlanta City", pending receipt and action on formal application, frequencies 375 to 500 kc., 50 watts; granted KLBU, Washington, D. C., granted 60 day authority to operate aboard vessel "Veedol", 313 to 500 kc., 50 watts; Action taken Oct. 10: WQCQ, Mackay Radio & Telg. Co., San Francisco, Cal., granted 60 day authority to operate aboard vessel "Frank H. Buck", pending receipt and action on formal application, 375 to 500 kc., 100 watts.

Action on Examiner's Report

Lorain Co. Radio Corp., Lorain, Ohio, granted C.P. for new public coastal radio-telegraph station, to operate on 2512 kc., 500 watts, sustaining Examiner R.L.Walker (Commissioner Lafount dissented

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF OCTOBER 17, 1933.

No. 665

SHALL WE ADOPT THE BRITISH RADIO SYSTEM?

In the question to be debated by about 40,000 high schools of the country this Winter, "Shall the United States Adopt the British Radio System?", Dr. Herman S. Hettinger of the Wharton School of Finance, University of Pennsylvania, at the request of the National Association of Broadcasters, has prepared defense of the American system for the information of the students, which is reprinted here, in part:

"In discussing this proposition, we do not presume to say what would be the best system of radio operation and control for the British people. We recognize that the psychology of peoples differs greatly. Thus it may be almost as improbable that the American system of broadcasting could be established successfully in toto in Britain as that the eseential features of the British system could be made to fit American conditions.

"We recognize in Great Britain one of the most successful of the government-owned and operated broadcasting systems, though how much more successful it has been than either Denmark or pre-Nazi Germany, we shall not attempt to say.

"It is our belief, however, that in most instances the public interest can be served better by a system of privately owned and competitively operated broadcasting stations and networks than by a government monopoly. Moreover, we are of the firm opinion that the adoption of a system of government ownership and control essentially similar to that of Great Britain is out of question in this country.

"These conclusions are based upon the following facts:

"1. Conditions in Great Britain and the United States are not analagous. The broadcasting problems in this country are of a complexity with which it would be practically impossible for a system of government ownership and operation to cope successfully. The technical and financial requirements of a government broadcasting system in this country are much greater than in the United Kingdom. The social and political problems involved in the establishment of such a system are vastly more complicated. Though it is conceivable that such a system might be able to be established, it probably could be donly only at great cost to the tax-payer, and without benefits, if any, corresponding to the price paid.

"2. The record of operation of the British broadcasting system has revealed it to contain inherent weaknesses which would tend to make it inacceptable to the American people.

"Its system of taxation is open to abuses which seriously impair the potential efficiency of government-owned broadcasting, and reduce the service which the listener receives from the dollar, shilling, mark or lire which he pays in radio taxes. It is a system which, especially in this country, with its wide diffusion of receiving set ownership among all classes, would be onerous to the low income set owner. For these reasons any attempt to adopt a system similar to that of Great Britain in this country would be certain to meet with grave difficulties.

"Likewise the British or any other system of government-owned and operated radio broadcasting involves a theory of program management and control utterly out of keeping with American viewpoint on this question. In the bureaucratic and paternalistic regulation of programs, there exists an impediment to the construction of a democratically conceived program structure which will give the listening public the type of entertainment and information which it desires. Such a system with its resulting programs, would be highly inacceptable to the American people.

Finally, the system of government-owned and operated broadcasting, even in liberal England, has shown itself to involve a theory of program censorship which is entirely imcompatible with American principles and which constitutes a most serious threat to freedom of speech.

"3. The American system of broadcasting has rendered service to the listeners of this country, which, in spite of minor defects, has been generally satisfactory. The service rendered by private broadcasting in this country, moreover, in on the whole, equal, and at times superior to that rendered by the British Broadcasting Corporation - at least from the American viewpoint. Though neither system is considered perfect by the respective listeners in the two nations, the response of American listeners to broadcasting in this country indicates a general state of satisfaction with the major aspects of American broadcasting.

"4. It is not contended that American broadcasting has reached a state of complete perfection. Undoubtedly it possesses defects, as does any other broadcasting system in the world. Radio broadcasting is little more than twelve years old. It has only been during the past six years that the phenominal rise of this new medium of mass communication has occurred. Such minor defects as may be possessed by American broadcasting, however, can be remedied best by evolution: not by revolution. It is our belief that ample machinery already exists for the effecting of such improvements as may be necessary in American radio broadcasting."

Dr. Hettinger then goes into various phases of the question under subjects such as "The Economics of Private and of Government Owned Broadcasting", "Is It Practical to Adopt the British System in America?" "Would the British System of Broadcasting be Acceptable to the American People?", which deal with

radio broadcasting as an advertising medium and the additional cost to a radio listener if government owned because of a tax to the tuner-in.

"Granted that the adoption of the essential features of the British system of radio operation and control by the United States seemed feasible from the technical, financial, social and political aspects of the question, would the adoption of such a system be acceptable to the American people?" Dr. Hettinger continues. "This is the second question which must be asked.

"An answer to this question necessarily must carry us behind the mere framework of the British broadcasting system to an examination of the actual results attained under its operation. What may seem highly desirable in a theoretical discussion, may prove to be most inacceptable in practical application.

"Funds for the support of a government owned broadcasting system must be raised from one source, namely taxation. Is this a desirable method of financing broadcasting? Does it contain problems, and weaknesses in its administration which tend to impair if not nullify its efficiency as a means of financing radio? In its actual operation, is it a system which would prove acceptable to the American people? These are the questions which must be answered regarding this phase of British broadcasting."

"Much has been said regarding the excellence of American broadcasting. Is it perfect? Most assuredly not. Not even the listener thinks so. Nor for that, does either the broadcaster or the advertiser. Certainly there could be better program balance than exists at the present time. Slightly more classical music during the week-day periods, greater variety in evening broadcasts and not only in the afternoon periods, less duplication of programs between networks and stations, an improved commercial announcement technique, are among the improvements which would be welcomed by broadcasters and listeners alike, in all probability. Some of these improvements can come only from listeners registering their desires for changes of the kind mentioned above. The better class of listener must go to the radio polls and vote for his program preferences even as does the great mass of the public at the present time. It may be remarked that if he does so, his wishes in all probability will be acceded to. In government broadcasting not even this is certain."

"The question therefore arises as to whether it is necessary to cast aside the entire American system of broadcasting and to substitute a government owned and operated system in the listener's interest. It seems that such a step is highly unnecessary. The defects of the American system are not of a type which endanger the vitality of the entire broadcasting structure."

"In conclusion, it seems therefore, that it is not only impractical, and - from the viewpoint of American public opinion and ideas regarding broadcasting - inadvisable to adopt the essential features of the British system of radio operation and control, but it is also completely unnecessary."

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BROADCASTING RATES SET BY A. P.

A plan of assessment on Associated Press members who broadcast news was adopted by the Board of Directors last week in the form of a resolution submitted by L. K. Nicholson, publisher of the New Orleans Times-Picayune, according to Editor & Publisher. The resolution repeats the language of the resolution adopted by the Board at the instance of the membership in annual meeting last April, and amends it by prescribing a charge of 2½ per cent of the member's weekly first wire and general charges of his assessment for one period a week, and 5 per cent for two or more periods a week.

The new resolution, transmitted to the membership this past week by Kent Cooper, General Manager, is as follows:

"Resolved, that the resolution adopted by the Board of Directors on April 26, 1933, respecting broadcasting be amended to read as follows:

"Resolved that Associated Press news of major local, national and international importance may be broadcast only by a member over a broadcasting station located at the place of publication in a brief bulletin form of not more than 30 words each, and one bulletin only on any one subject. Sports events, market prices and election returns need not be subjected to the 30 word or one subject limitations. Such bulletins may be broadcast only within the hours of publication of the member, with full credit to the Associated Press and the member newspaper broadcasting. Such broadcast of bulletins shall in no way be connected with commercial programs. Effective January 1, 1934, any member broadcasting The Associated Press news or his local news (to which the Associated Press is exclusively entitled for republication) within the limitations herein prescribed shall pay an additional assessment of the first wire and general charges of his weekly assessment as follows: For one period of news broadcasting (not exceeding 15 minutes) the charge shall be 2½% of the member's first wire and general charges of his assessment; for two or more periods (each period not exceeding 15 minutes) the charge shall be 5% of the member's first wire and general charges of his assessment. This charge, however, is not to apply to those who broadcast only EOS or their local news of equal local importance.

"And be it further resolved, that all resolutions heretofore adopted by the Board concerning broadcasting, inconsistent with this resolution, be rescinded."

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MUSIC PUBLISHERS' HEARING ADJOURNED

The National Recovery Administration has given notice that the public hearing on the code of the Music Publishing and Distributing Industry originally set to be held today (Tuesday, October 17) in the U. S. Chamber of Commerce Building, would be postponed until Thursday, November 2, when it will be conducted at the same place as at first indicated.

The code was filed by the Music Publishers' Association of the United States, claiming to represent approximately 75% of the standard music publishers, the Music Publishers' Protective Association, claiming to represent 75% of the popular music publishers and the National Association of Sheet Music Dealers, claiming to represent 75% of the sheet music dealers.

Deputy Administrator Sol A. Rosenblatt will conduct the hearing.

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AN ACCOMMODATING FARMER

Here is one E. C. Mills, of the American Society of Composers, tells on himself. It reveals the fact that though Mills will fight at the drop of the hat, he nevertheless has a real sense of humor.

Out in Kansas, where the communities are scattered, it is quite the custom for itinerant orchestras to promote so-called "barn dances" as a commercial activity. The orchestra makes an arrangement with the farmer to use his barn and then sells tickets to the folks and hired hands around all the neighboring farms, and these people gather for an evening of dancing.

"In the normal course of business, these dances operate in competition to the dance halls in the various communities", Mr. Mills related. "The American Society of Composers, which functions to protect the performing rights of the composers and customarily collects royalties from all commercial dances, recently inadvertently sent the usual form letter about payment of such royalties, to the promoters of one of these barn dances.

"The letter reached the farmer instead of the promoters, and he responded to the Society's representative in the following language:

"'I haven't been able to figure out what music you have reference to as we don't use any music. We operate a dairy and it is likely you or some of your musicians have heard our bull; if his bawling has enough resemblance to your music that he needs licenses, come down and we will shoot the bull.'"

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REPRESENTATIVE KENNEDY TO ASK ASCAP INVESTIGATION

Representative Ambrose J. Kennedy, of Baltimore, has announced he will ask the House Committee on Merchant Marine, Radio and Fisheries, of which he is a member, to investigate the practices of the American Society of Composers, Authors and Publishers in demanding copyright licenses from restaurant and cafes using radio receiving sets. Heretofore copyright matters have been handled exclusively by the House Patents Committee. The investigation will also include ASCAP activities in licensing radio stations and other uses of music, Kennedy states.

The differences between ASCAP and the establishments were brought to a head when the Society's district representative, E. H. Chesterman, began a post-prohibition campaign to license cafes and saloons who use the Society's music, both by radio receiving sets and orchestras. The owners of these places formed an organization and complained to the Department of Justice. The Maryland Restaurant Owners' Association is supporting that organization.

A similar group of restaurant and cafe owners who use music to entertain their guests has been formed in New York and will cooperate with the Baltimore Association.

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WASHINGTON STAR AGAIN PRINTS WJSV'S RADIO TABLE

The Washington Evening Star which two weeks ago deleted the programs of Station WJSV, Columbia's outlet in Washington, from its pages because of the inauguration of the Columbia News Service which they felt was in competition with the newspapers and the instrumentalities which collect news for which the newspapers furnish financial support, has reinstated the program in their columns with the following explanation:

"From assurances received and information furnished it, The Star is convinced that it would be acting inequitably if it continuedto omit the program of WJSV, the local station of the Columbia Broadcasting Co., from its columns.

"For the convenience of its readers and radio-users, The Star will hereafter print the daily radio programs of all four local stations in tabular form, which will enable the readers at a glance to compare the features presented by the respective stations at any minute of every hour. This table appears today (October 15) on Page 4, part 2 of the editorial section of The Star."

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LAFOUNT INTRODUCES A NEW AND A SUBSTITUTE RESOLUTION

Commissioner Lafount of the Federal Radio Commission submitted the following resolution, which was referred to the Legal & Engineering Divisions for study and report, at its meeting today (October 17):

"WHEREAS Section 9 of the Radio Act of 1927 declares, - 'That the people of all the zones established by Section 2 of the Act are entitled to equality of radio broadcasting service, both of transmission and of reception', and

"WHEREAS radio broadcasting stations separated by kilocycles and miles consistent with the recommendations of the Engineering Division are less effective during daylight hours, and

"WHEREAS the public is entitled to satisfactory reception of both day and night programs, and

"WHEREAS many important programs, including weather and crop reports, are broadcast during the day,

"I MOVE THAT an increase of day power not in excess of fifty percent of the authorized night power be granted any regional station making a satisfactory showing of the necessity therefor, and that such increased day power be not charged to quota providing the mileage and kilocycle separation is consistent with the current recommendations of the Engineering Division. If the mileage and kilocycle separation is not as here provided, then any increased day power shall be charged to quota."

Discussing the resolution, Commissioner Lafount said, "There exists a necessity for additional day service in rural areas. The object here sought is to more nearly equalize the reception of radio signals".

Commissioner Lafount withdrew his resolution of October 3, 1933, requiring detailed reports to the Federal Radio Commission of all transfer of stock, and in lieu thereof submitted the following resolution which was referred to the Legal Division for study and report:

"WHEREAS Section 12 of the Radio Act of 1927 as amended provides that the station license required by the Act, the frequencies or wave length or lengths authorized to be used by a licensee and the rights therein granted shall not be transferred, assigned or in any manner either voluntarily or involuntarily disposed of to any person, firm, company, or corporation without the consent in writing of the licensing authority, and

"WHEREAS Section 10 of the Radio Act of 1927 provides that all applications for instruments of authorization shall set forth such facts as the licensing authority by regulation may prescribe as to the citizenship, character, financial, technical and other qualifications of the applicant to operate the station, the ownership and location of the proposed station, etc., and

"WHEREAS Section 21 of the Radio Act of 1927 provides that the rights acquired by any licensee shall not be assigned or otherwise transferred to any person, firm, company, or corporation without the approval of the licensing authority, and

"WHEREAS it has come to the attention of the Commission that several licensees of stations which are owned by corporations have changed their identity through a change of stock ownership of such corporations to such an extent as to constitute a complete change in the parties actually operating the station, and

"WHEREAS such changes in the actual operation of the stations were accomplished without notification to the Commission and no existing rule or regulation required the Commission to be notified thereof, and

"WHEREAS the Commission has no means of determining when such changes occur or whether they will serve public interest, convenience and necessity, and the result of such lack of rule or regulation with reference thereto has been the considerable trafficking in station licenses without the control of the Commission, and,

"WHEREAS under the sections of the Radio Act of 1927 hereinabove set forth, the Commission has the power of making regulations to secure information as to any or all changes in stock ownership which may result in the change in the actual operation of the station for the purpose of carrying out its duty of determining whether such changes constitute an assignment of license and will serve public interest, convenience and/or necessity

"NOW, THEREFORE, BE IT RESOLVED that the Federal Radio Commission revise its form of application for renewal of license and/or construction permit to include the following questions:

"'Give list of stockholders of record owning 10% or more of the stock of the licensee corporation as of renewal date showing the number of shares held by each, the city and state in which each resides and the citizenship of each.'

"'List of officers as of renewal date, city and state where each resides and citizenship of each.'

"BE IT FURTHER RESOLVED that the Commission amend its Rules and Regulations so as to require licensee corporations to report to the Commission the transfer of 10% or more of its stock to any purchaser during any license period, together with the name of each such stockholder and the citizenship and residence of each such purchaser."

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BUSINESS LETTER NOTES

The people of Carteret, N. J., location of WOR's proposed new transmitter, are going to vote on whether the station will be permitted to locate at that point. Councilmen refused to take the responsibility. The vote will be held in November.

Twenty waves have been issued by the Federal Radio Commission for "suitcase" radio transmitters which can be carried from place to place, as well as one ship frequency, as an aid in the building of the new San Francisco-Oakland Bay Bridge.

Rumors have reached the United States that Soviet Russia may construct a 1,200,000-watt station, which it is said will cover the entire European continent. It is understood that the intention is first to see how their 500,000 watt station will act on its exclusive European wavelength.

The $5,000,000 libel suit against the Kansas City Star, brought by John R. Brinkley, so-called "goat gland specialist", was dismissed in Federal Court at Salt Lake City last week. The suit was filed in September, 1931.

A unique introduction of Senatore Marconi occurred at a banquet given to him on his recent visit to Chicago. The introductory address was made over a short wave broadcast from the Yacht "Mizpah" far out in Lake Michigan, under the sponsorship of its owner, Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation. The introduction by Italian Consul General Giuseppe Castruccio, as well as Marconi's talk, was rebroadcast over a national network.

As far as it is known, this is the first time a speaker has ever been introduced in a banquet hall by a short wave broadcast from a ship at sea. The future possibilities suggested by this innovation bring many interesting speculations. One can imagine, for example, a President of the United States addressing a group in Chicago after an introduction by a Secretary of State who is en route to Europe.

Snowplows operating in choked passes of the Rockies soon will be equipped with radios. For the first time in its history, the Radio Commission approved installation of radios on plows, which will work with highway commission and police department transmitters in receiving orders from headquarters, etc.

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Applications Granted
(Oct. 17, 1933)

WKEU, Allen Wright Marshall, Sr. & Jr., & Guy Aaron Malcom, LaGrange, Ga., voluntary assignment of license to Radio Station WKEU; WDGY, Dr. George M. Young, Minneapolis, Minn., modification of C.P. extending completion date to Nov. 30, 1933; WMC, Memphis Commercial Appeal, Inc., Memphis, Tenn., consent to voluntary assignment of license to WMC, Inc.; WCAH, Commercial Radio Service Co., Columbus, Ohio, extension of special temporary experimental authorization for simultaneous operation with WOKO, WHP and WFEA and WHEC, to Feb. 1, 1934, also renewal of license in accordance with existing license; WHEC, WHEC, Inc., Rochester, N.Y. WHP, WHP, Inc., Harrisburg, Pa., and WOKO, WOKO, Inc., Albany, N.Y. extension of special temporary experimental authority for simultaneous operation with WCAH, WHP, WOKO and WFEA, until Februaryl, 1934, also renewal of licenses in accordance with existing licenses.

Also, WAML, Southland Radio Corp., Laurel, Miss., authority to operate from 7 to 10 P.M., Nov. 30 and from 2 to 4 P.M., Oct. 27; KIEM, Harold H. Hanseth, Eureka, Cal., authority to operate without approved frequency monitor for period of 3 weeks, while exchanging monitor; KGBX, KGBX, Inc., Springfield, Mo., reconsideration of informal application requesting authority to operate unlimited time to Dec. 1, 1933, pending Commission's decision on application for consent to assignment of license for KGBX to this applicant.

Also, City of Detroit, Police Dept., Belle Isle, Detroit, C.P. for general experimental service, 33100, 30100, 37100, 40100 kc., 250 watts; Travelers Broadcasting Service Corp.; Portable - Conn., - general experimental C.P. 31100, 34600, 37600, 40600 kc., 7.5 watts; also general experimental license, 34600, 37600, 40600 kc., 7.5 watts, portable; KIP, American Radio News Corp., near Redwood City, Cal., modification of C.P. extending commencement date to Dec. 1 and completion date to March 1, 1934; WPFJ, City of Hammond, Hammond, Ind., modification of C.P. extending commencement date to Dec. 13 and completion date to Jan. 13, 1934; WKEW, Hartung Aircraft Corp., Roseville, Mich., aviation-Airport license, 278 kc., 15 watts; KGZT, Santa Cruz Co., Santa Cruz, Cal., license for police service, 2470 kc., 50 watts; W9XC, U. S. Radio & Television Corp., Marion, Ind., renewal of license in accordance with existing license.

Also, National Broadcasting Co., Inc.: W10XS, Portable & Mobile, general experimental license, frequencies 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 kc. and above, 150 watts; W10XR, general experimental license, 1594, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 kc. and above, 100 watts; W10XAT and W10XAV, Westinghouse Electric & Manufacturing Co., Portable & Mobile, general experimental licenses 27100, 34600, 41000, 51400, 60000-400000, 401000 kc. and above, 50 watts.

Also, American Telephone and Telegraph Co.: W3XO, Portable in New Jersey, and W2XA, Rocky Point, renewal of existing licenses; RCA Communications, Inc.: K6XO, Kahuku, Hawaii, and W6XI, Bolinas, Cal., renewal of licenses in accordance with existing licenses; W2XDJ Bell Telephone Laboratories, Inc., Ocean Township, N. J., renewal of existing license; W2XAY, Same Co., Portable, renewal of special experimental license, 17310, 18310, plus or minus 3%, 100 watts; WMEF, National Broadcasting Co., Inc., Portable & Mobile, temporary broadcast pickup license, 1566, 2390 kc., 150 watts; D. Reginald Tibbetts; W6XX, Portable & Mobile in San Francisco, W6XU, Portable and Mobile in San Francisco, general experimental licenses 41000, 51400, 61000, 63000 kc., 25 watts; Neil H. Williams: W8XU, Portable, renewal of general experimental license; W8XV, Same, except 15 watts power; Ford Motor Co.: W8XC, W8XE, Dearborn, Mich., and W9XH, Lansing, Ill., renewal of special experimental licenses, 389 kc., 1 KW.

Visual Broadcasting Licenses Granted

For Period of 1 year in accordance with existing licenses: W2XF, National Broadcasting Co., New York City; W2XBT, NBC, Portable; W3XAD, RCA Victor Co., Camden, N. J.; W1OXX, RCA Victor Co., Inc., Portable & Mobile; W2XAB, Atlantic Broadcasting Corp., New York City; W2XAX, Same Co.; W9XE, U. S. Radio & Television Corp., Marion, Ind.; W3XE, Philadelphia Storage Battery Co., Philadelphia; W9XD, Milwaukee, Wis. (The Journal Co.); W9XAK, Kansas State College, Manhattan, Kans.; W9XG, W. Lafayette, Ind.; W9XK, Iowa City, Ia.; W9XAL First National Television Corp., Kansas City; W6XAO, Don Lee Broadcasting System, Los Angeles, W6XAH, Bakersfield, Cal.

Ratifications

Action taken Oct. 11: KJRM, Radiomarine Corp. of America, Washington, D. C. granted third class ship license for operation of station aboard "Lexington"; Action taken Oct. 13: Aeronautical Radio, Inc., Portable, granted C.P. and license, frequencies 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 4917.5, 5602.5, 5612.5, 5632.5 kc., unlimited; 3222.5 kc. day only, not to be used within 300 miles of Canada, 50 watts; Action taken October 14: KIEO, Airfan Radio Corp., Ltd., San Diego, Cal., authorized to use broadcast pickup station KIEO on 2342 kc., 15 watts, at Camp Kearney, connection arrival "Macon".

Miscellaneous

WIND, Johnson Kennedy Radio Corp., Gary, Ind., denied motion to dismiss application of State Investment Co. to erect new station at Hammond, Ind., designating facilities of WIND. This case is to be heard on Oct. 30; WPRO, Cherry & Webb Broadcasting Co., Providence, R. I., granted oral argument in re exceptions filed to Examiner's Report No. 506, by the National Broadcasting Co. Examiner Hill recommended granted the application for special experimental authorization; WAAM-WODA, Wodaam Corp., Newark, N. J., suspended grant of C.P. for consolidation of stations WAAM and WODA and for erection of new transmitter because of protest filed Oct. 5, 1933, by May Radio Broadcast Corp., Station WGCP, Newark, and application was designated for hearing.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF OCTOBER 20, 1933.

No. 666

MANY MORE CITIES ADOPT POLICE RADIO

The call list just issued by the Federal Radio Commission shows that 100 American cities are now protected by police radio and that 20 more municipalities have applied for construction permits. The State police of only 5 States, however, have adopted the system. They are Iowa, Massachusetts, Michigan, Pennsylvania and Texas. New York has just applied for a construction permit.

A year ago but 70 cities had tried out police radio. However, the experiment proved so successful that others are rapidly following suit.

New York City has four stations. Although it was among the last of the larger cities to take up radio, Commissioner Bolan, in charge of the Police Department, reported that New York now has 409 police scouting cars in operation coverin 316 miles of territory, an average of one car to every three-quarters of a square mile. An average of not more than a minute and a half elapses between the receipt of a call for investigation or assistance and the arrival of at least one car at the scene of the disturbance, he said.

"It has been found that the new system improves the morale of the patrol force and its coordination with other branches of the service, particularly the detective branch", he continued. "To be most effective, the training of candidates for radio patrol duty must be modified, since the necessary qualifications are much more like those for detective service than for patrol work. The men respond to the new opportunity to distinguish themselves,preserve evidence and detain material witnesses, and there is a waiting list for radio patrol assignments in every precinct."

Chicago has three transmitting stations and the same number are operating in Detroit.

Although not inter-connected, many of the city stations are so close together as to form a network. For instance, Washington hears all of the Baltimore police calls and Baltimore, vice versa. Also in Washington, as is doubtless the case in many other cities, adjoining communities clear through the Washington transmitter. Alexandria, across the Potomac from the National Capital, has no police radio system but its cars are equipped with receivers and they are kept in touch with their headquarters through the Washington police station. The same is true with the police of several counties adjoining Washington.

The National Capital now has 30 scout cars in service which last year responded to 113,484 calls.

The Radio Manufacturers' Association is forming a Committee on Police Radio, to set up specifications as to the performance which may be reasonably expected from transmitters of certain powers and automobile police receivers of certain characteristics.

Arrangements are being made with the International Association of Chiefs of Police to circulate to the membership of that Association the specifications and recommendations of this Committee as soon as they are completed.

The purpose of these specifications is to provide the Police with definite engineering data on performance of police radio systems as systems, and prevent disappointment and dissatisfaction such as resulted in the past from "overselling" of equipment and from absurd promises of operation by salesmen that could not be backed up with actual performance. Such preventative measures, it is felt, will create greater satisfaction with radio on the part of the police, and consequently be of benefit to the radio industry.

Thus far the Fire Departments have been slower to take up radio, doubtless depending to a certain extent upon the Police Departments. In Cleveland, the Fire Chiefs' cars and some of the apparatus are equipped with receivers to pick up police alarms. Boston, Detroit, San Francisco and New York Fire Departments have installed special transmitters to keep in touch with their fire boats.

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PRESIDENT TO BROADCAST LESS IN FUTURE

Reports are current that President Roosevelt will confine his broadcasting in the future to important National matters which he wishes to lay before the people of this country. This decision is an aftermath of the recent criticisms which stressed the point that the President was broadcasting far too much - not a reflection upon the President himself or his being on the air, but the broadcasting chains were afraid that if he was heard too much, people might tire of his broadcasts, just as they do commercial programs which are on the air so frequently.

In the seven months since his inauguration, President Roosevelt has been heard over the air at least 14 times, which was in line to break the presidential broadcast record of ex-President Hoover who made 23 broadcasts in the last 12 months of his administration. The late President Coolidge was the most infrequent broadcaster, 37 times only in seven years.

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SPECIAL CABINET COMMITTEE LOOKING INTO RADIO

In connection with the general survey of transportations and communications which is being carried on under the direction of Secretary Roper of the Commerce Department, he has announced that one division of his organization is looking into the radio communication situation.

While no details have been made public, the Secretary stated that Charles McK. Saltzman, member of the United States Shipping Board, and former Chairman of the Federal Radio Commission, has been appointed Executive Vice-Chairman of the special Cabinet Committee studying plans for the unification and coordination of communications. The full membership of the Committee has not yet been made known.

The Secretary did not undertake to say when a report could be expected of the result of the work of this investigating committee.

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ANOTHER NEW ASSOCIATION FORMED TO FIGHT ASCAP

A new organization to be known as the Music Users' Protective Association of America was organized in Baltimore on Wednesday (Oct. 18) of this week.

One of the purposes of the organization is to obtain a Congressional investigation into the activities of the American Society of Composers, Authors and Publishers; also to amend the copyright laws.

The new association has protested against the Society's practice of demanding copyright fees from owners of night clubs, dance halls and similar places which receive radio music.

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ENGEL APPOINTED INDUSTRY ADVISOR FOR MUSIC PUBLISHING CODE

Carl Engel, head of the Music Division of the Library of Congress, has been appointed Industry Advisor by the National Recovery Administration in connection with the Music Publishing and Distributing Code.

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LAFOUNT DECLARES ADVERTISING IS CONSTRUCTIVE FORCE

A strong defense of the American broadcasting system and its means of support by advertising is made in the handbook of information supplied to students for the forthcoming debate between 40,000 High Schools of this country as to the relative merits of the American and British broadcasting systems. This book gives both sides of the question and is published by the University of Missouri at Columbia, Mo.

The principal arguments in favor of the American system are given by Dr. Herman S. Hettinger, of the University of Pennsylvania and Commissioner Lafount, and the arguments in favor of the British by Joy Elmer Morgan of the National Education Association, the man who proposed that the question be debated.

Mr. Lafount's defense, in part, follows:

"Six years after private enterprise had developed the radio broadcasting industry, the soundness of the system was recognized by Congress when it formulated and passed the Radio Act of 1927. At that time, as today, Congress had the power to create any system of broadcasting which it saw fit to bring into being. Congress, however, chose to continue the system of broadcasting already established.

"Advertising furnishes the needed revenue just as it supports our magazines and newspapers.

"Radio broadcasting in this country has been criticized because of this method of support. Personally, I see no objection to this plan providing the advertising is carefully regulated and intelligently presented. Advertising itself is a constructive force.

"It would require vast sums to provide radio service to the American people under any other system which might be devised. Under the present plan, according to a recent survey made by the Commission to supply data for the U. S. Senate, it was disclosed that the investment of stations as of December 31, 1931, totaled approximately $48,000,000. Since that time stations have added considerable sums to their investment.

"That survey also shows that in 1931 the gross receipts of all radio broadcasting stations amounted to $77,758,048; gross expenditures were $77,995,405, which included $20,159,656 for talent and programs; $16,884,436 for regular employees; $4,725,168 for equipment, and $36,220,144 for miscellaneous expenditures.

"All except 40 of the stations in the United States are privately owned and operated, the exception being stations owned directly or indirectly by States and municipalities.

"About 200 stations buy part of their programs from companies engaged in chain broadcasting. These stations are, for the most part, independently owned and operated and join the 'net-work' at intervals to obtain programs of national interest. The chains also provide high class programs to many rural communities lacking talent."

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"MILKY WAY" FOUND SOURCE OF RADIO IMPULSES

If contact is ever made between the earth and the planets, it looks as though radio would be the joining link to bring this about. Last Wednesday night (Oct. 18) a New York City audience heard radio waves that have been travelling through space for 40,000 years, coming from a fixed point in the "Milky Way", that corresponds closely with the center of our Galaxy of 30 billion stars, of which our sun is one sub-average individual star.

This cosmic radio was brought from the sensitive directive antenna of the Bell Laboratories station at Holmdel, N. J., and transmitted to the auditorium of the American Museum of Natural History where a joint meeting of the Amateur Astronomers' Association and the New York Electrical Society, of which Orestes H. Caldwell is President, was in progress.

Karl G. Jansky, discoverer of this "radio from the stars" interpreted his observations and measurements which accurately place the principal source as on the 18-hour Right Ascension meridian, at about 20 degrees souch declination. He also revealed new evidence showing that the whole "Milky Way" region seems to radiate faint short-wave impulses which are received on his antenna whenever it is pointed at any part of the galaxy. This he interpreted to mean that stars which are sources of radio frequencies must be scattered all throughout the galaxy.

Questioned about the enormous power of the cosmic energy sources which are able to lay down an audible radio signal here on earth, from distances so great, Mr. Jansky pointed out that tremendous amounts of energy are available in the average star, and it would not be surprising if some of these stars radiated on frequencies falling within the spectrum we know as radio.

The sun's radiation contains none of the radio frequencies which Mr. Jansky detects coming from other stars in space. If it did transmit radio waves, owing to its nearness (90,000,000 miles) broadcasting on earth would be completely blasted by the interference. Possibly stars in the earlier stages of evolution are radiating these radio frequencies which he observes, suggested Mr. Jansky. Stars go through a series of evolutionary changes, along which our sun is now well advanced to "old age". Perhaps eons ago in its history, the sun too was a radio transmitter, as are other stars in the galaxy at present; but now the sun is radiating on other ether frequencies and leaving our radio on earth fortunately unspoiled.

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BUSINESS LETTER NOTES

Special test signals are now being sent daily between New York and the Graf Zeppelin, en route to Chicago via South America. Broadcasts from the dirigible are planned for the earliest moment that satisfactory communication can be established.

Alexandria, Va.

Station WJSV celebrates its first anniversary tonight (October 20) as a link in the Columbia broadcasting chain. An especial program has been arranged.

The Rockefeller interests are retaining the 64th and 65th floors, according to Variety, for self-operation as gigantic terrace restaurants with midair garden and sunning facilities atop Radio City. Capacity is 1,500 diners on the terraces and 1,000 more inside.

A prize fan letter is the following:

"W.G.Y. Shenectoday
General store
New York states

"Sir

"i am gide for hunter man wot come at dis place lac-des ilse for hunting deer dese hunter man bring it wit him machine for heer you spik from far place i lissen wit him Sunday nite also tuesday nite i heer song bout my ole modder dats long tam i dont see my modder an i ting dats dame fine song also i heer oder song i dont no de nam tuesday nite storie for de small boy and girl bout mak de star shine for dem if dey is good boy and girl hunter man laff lake hell an tole me ax you how we make some moon shine

"i heer you spik jus de same lak your at me place i ting you have good machine i lissen more nex wick

"tank you and much oblige
"Gide Camille Panier
Chemir P.O. Quebec Canada"

Station KDKA will celebrate its 13th birthday of broadcasting on November 2nd and a one-hour program is being arranged with talent from New York and Chicago. Dr. Frank Conrad will also take part.

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SOME RECENT CBS NEW AND RENEWAL BUSINESS

NEW - The Wheatena Corp., Rahway, N. J., Started Sept. 24, Sundays, 6:45 to 7 P.M., Mon. Tues. Wed. Thurs - 4:45 to 5 P.M., WABC only; Program - One man act listed as "Old Man Sunshine; Agency - McKee & Allbright, Philadelphia, Pa.

NEW - Wm. Wrigley, Jr. Co., Chicago, Ill. (chewing gum) started September 25, 1933, Mon. to Fri. inclusive, 7 to 7:15 P.M. rebroadcast 10:45 to 11:00; Program - Dramatic show listed as "Myrt & Marge"; network of 52 stations to coast.

NEW - Wyeth Chemical Co., New York; Product: Jad Salts, started September 26, 1933; Air time - Tues. Wed. Thurs. & Fri. 1:30 to 1:45 P.M., 26 stations to coast; Program - Comedy team, listed as "Easy Aces"; Agency - Blackett-Sample-Hummert, Inc., New York City.

John H. Woodbury Co., Cincinnati, Ohio (Soap), started October 16, 1933, Mondays 8:30 to 9 P.M., 36 stations to west coast; Bing Crosby and Lonnie Hayton & his orchestra; Agency - Lennen & Mitchell, New York City

The Battle Creek Food Co., Battle Creek, Mich., started October 10, 1933, Tues. Wed. Thurs. Fri. - 1:45 to 2 P.M., 6 stations - Cleveland, Detroit, Ft. Wayne, New York, Philadelphia, Pittsburgh; Listing - Painted dreams; Agency - Erwin, Wasey & Co., Ltd., Chicago, Ill.;

General Mills, Inc., Minneapolis, Minn., started Sept. 25 1933, daily except Sunday 12:30 to 12:35 P.M. and 4:30 to 4:35 P.M. 23 stations to mid-west; Program - News flashes, listed as General Mills News Flashes; Agency - McCord Company, Inc., Minneapolis, Minn.

Swift & Co., Chicago, Ill., started October 6, 1933, Fridays, 10:00 to 10:30 P.M., Network - 40 stations to coast; Program - musical; Agency - J. Walter Thompson; Listing - Olsen & Johnson.

Delaware, Lackawanna & Western Coal Co., New York (Blue Coal Started October 3, 1933, Tues. & Thursday, 6:45 to 7 P.M.; Network - Albany, Baltimore, Boston, Buffalo, Hartford, New York, Philadelphia, Providence, Syracuse, Harrisburg, Rochester; Listing - Little Italy; Program - dramatic show with Hiram Brown, Ruth Yorke, Ned Wever, Rose Keane and Alfred Corn; Agency - Ruthrauff & Ryan, New York.

RENEWAL - K. J. Fox, Inc., New York (Furs) started Sept. 26, 1933, Tues., 7:30 to 7:45 P.M., WABC only; Listing - Fox Fur Trappers, musical; Agency - Peck Adv. Agency, Inc., New York.

RENEWAL - Gold Dust Corp., New York (Silver Dust) started September 25, 1933, Mon. Wed. & Fri. - 6:45 to 7 P.M., WABC only; Listing - Jack Denny's orchestra, Jeannie Lang and Scrappy Lambert Agency: - Batten, Barton, Durstine & Osborn, Inc., New York City

RENEWAL - Gold Dust Corp., New York (Silver Dust) started September 21, 1933, Mon. to Fri. inclusive, 9:15 to 9:30 A.M. Network - Albany, Buffalo, Hartford, Philadelphia, Pittsburgh, Syracuse, Harrisburg, Rochester, Wheeling, Worcester, Springfield (not New York); Listing - Goldy and Dusty and the Silver Dust Twins - musical; Agency - Batten, Barton, Durstine & Osborn, Inc. New York City.

Littman's, 5th Avenue Corp., New York (Women's Wear) started September 24, 1933, Sundays, 12:45 to 1 P.M., Mon. Wed. & Fri - 11:45 to 12 noon; Network - WABC only; Listing - Happiness on Melody Lane, musical; Agency -Sternfield, Godley, Inc., New York.

Wyeth Chemical Co., New York (Hill's Cascara) started Sept. 24, 1933, Sunday - 6 to 6:30 P.M., Network - Baltimore, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Ft. Wayne, Indianapolis, Kansas City, New York Philadelphia, Pittsburgh, St. Louis, Washington, Minneapolis; Listing - Songs My Mother Taught Me - musical; Agency - Blackett-Sample-Hummert, Inc., New York City

American Oil Co., Baltimore, Md., (Orange American Gas and Amoco), starts on or about October 22n, Sunday, 7 to 7:30 P.M.; Network - 15 eastern and southern stations including Youngstown; Program - musical talent not selected, from New York; Agency - The Joseph Katz Co., Baltimore, Md.

Lady Esther Co., Evanston, Ill. (Cosmetics), started October 9, Monday - 10 to 10:30 P.M., 37 stations to West coast; Program - Wayne King's orchestra, from Chicago; Agency - Stack-Goble Adv. Agency, Chicago.

Plymouth Motor Corporation, Detroit, Mich., started October 10., Tues. Thurs. Sat, 8 to 8:05 P.M., rebroadcast 11:15 to 11:30 P.M., 67 stations to West coast; Program - script act, from New York Listing - Elmer Everett Yess; Agency - J. Stirling Getchell, Inc., New York.

Sprague Warner & Co., Chicago, Ill. (Richelieu, Ferndell & Batavia Food Products), starts Oct. 13, Friday - 4 to 4:30 P.M., 9 midwestern stations, not New York, from Chicago; Program - Eleanor Howe Cooking School; Listing - Feast of the Air Cooking School; Agency - Blackett-Sample-Hummert, Inc., Chicago.

Kolynos Sales Co., Inc., Chicago, Ill. - additional contract (Tooth Paste), started October 16, Mon. Tues. Wed. Thurs. Fri. - 2 to 2:15 P.M., 18 Western stations to West coast, not New York, from Chicago; Program - Script act, Listing - Just Plain Bill; Agency - Blackett-Sample-Hummert, Inc., New York.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(October 20, 1933)

WJBK, James F. Hopkins, Inc., Detroit, Mich., special temporary authority to operate from 8:15 to 9:00 P.M. EST on Oct. 20th; WSMB, WSMB, Inc., New Orleans, La., C.P. to move transmitter from New Orleans to U. S. Naval Station, Algiers, La.; WCAC, Conn. Agr. College, Storrs, Conn., modification of license to reduce specified hours of operation to as follows: Mon. to Fri. inclusive 12:30 to 1 P.M., Wed. 4:30 to 5 P.M. EST; WICC, Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., modification of license to increase specified hours to unlimited except from 12:30 to 1 P.M. Mon. to Fri. inclusive, and 4:30 to 5 P.M. Wed; WSUI, State University of Iowa, Iowa City, Ia., special temp. auth. to operate from 10 P.M. to Midnight CST, Nov. 3, 1933;

KGIW, Leonard E. Wilson, Almosa, Colo., license covering move of station 1420 kc., 100 watts, shares with KIDW; KGDY, The Voice of South Dakota, Inc., Huron, S. Dak., authority to continue operating for 30 days under program test without a frequency monitor, until monitor crystal for new frequency has been delivered; KMBC, Midland Broadcasting Co., Kansas City, Mo., authority to use auxiliary transmitter while moving regular transmitter to new location and begin equipment tests Oct. 20; also granted modification of C.P. extending completion date to Nov. 17, 1933; WBBX, Samuel D. Reeks, New Orleans, La., authority to remain silent for 2 weeks.

Also, Richard E. Byrd, Little America; Lat. 85 S. Lon. 168, and Lat. 78, 34 S. Long. 163, 48 W. Main base, C.P.s for fixed private pt. to pt. telg. and pt. to pt. telephone services, the frequencies above 3000 kc. for A1 and A2 emission, 6650, 6660, 6670, 8820, 8840, 13185, 13200, 13245, 13260, 17600, 17620, 21575, 21600, 21625 kc. for A3 emission; Same, Portable, Little America, two special experimental C.P.s 1602, 1628, 1652, 1676, 1700, 30000 kc. and above, .5 watts; Same, 4 general experimental C.P.s 1652, 2398, 3492.5, 4797.5, 6425, 8655,kc., 5 watts; Travelers Broadcasting Serv. Corp., Portable - Conn., general experimental C.I 31100, 34600, 37600, 40600 kc., 7.5 watts; also granted license covering same; Aeronautical Radio, Inc.: KSI, Burbank, Cal., C.P. to install two replacement transmitters; New, at Eugene, Ore., C.P. to transmit beacon signals on standard aural or AN type.

Also, RCA Victor Co., Inc., NC-292-W, aviation aircraft license 3105, 414, 457, 500, 5520, 8280 and 12420 kc., 15 watts; Radio Corp. of America, Riverhead, L. I., New York, special authority to use 9 stations located at Rocky Point, operating in the fixed public point to point service as the occasion arises, for communication with airship radio station "DENNIE" aboard Graf Zeppelin while en route to World's Fair via Rio de Janeiro; KIFI, George W. Young, Portable, Minneapolis, Minn., renewal of temporary broadcast pickup license in accordance with existing license.

Also, City of Cranston, R. I., Police, Dept., emergency police C.P. 2470 kc., 50 watts; Allegheney Co., Municipal Airport, Pittsburgh, Pa., aviation-airport C.P. 278 kc., 15 watts; W6XY, D. Reginald Tibbetts, Portable & Mobile, general experimental license, 41000, 51400, 61000, 63000 kc., 25 watts; W1XI, John Hays Hammond, Jr., Gloucester, Mass., and W1XD, Submarine Signal Co., Boston, renewal of general experimental licenses in accordance with existing licenses; KGWX, Atlantic Broadcasting Corp., Portable, renewal of temporary motion picture license in accordance with existing license.

Applications Denied

WBBX, Coliseum Place Baptist Church, New Orleans, La., denied authority to change license from Samuel D. Reeks to Coliseum Place Bapt. Church, temporarily pending action on involuntary assignment of license due to cancellation of lease formerly held by Reeks; WBBX, Samuel D. Reeks, New Orleans, La., denied authority for Samuel D. Reeks licensee of WBBX, to broadcast the programs of that station over the old transmitter of WJBO temporarily during night time; WJBW, Charles C. Carlson, New Orleans, La., denied authority to operate unlimited time pending action on application for modification of license.

Applications Dismissed

The following applications, heretofore set for hearing, were dismissed at request of applicants:

Ray M. Thompson, Youngstown, Ohio, C.P. 1370 kc., 100 watts, unlimited time (facilities of WHBD); WCAL, St. Olaf College, Northfield, Minn., C.P. to increase power to 1 KW, 2½ KW LS

Action On Examiner's Reports

WILL, University of Illinois, Urbana, Ill., granted modification of license to increase daytime power from 500 watts to 1 KW, on present frequency of 890 kc., sharing with KUSD and KFNF, reversing Examiner Ralph L. Walker; Joseph Rizzio, Inwood, L. I., N. Y. (amateur), granted application for an amateur station license, reversing Examiner George H. Hill.

Miscellaneous

City of Yonkers, N. Y., C.P. for police station heretofore granted, was retired to the closed files for want of prosecution; WGES, Oak Leaves Broadcasting Station, Inc., Chicago, Ill., denied authority to operate from 8 to 11 P.M. each Thursday evening pending disposition of unused 4/7 time on 1360 kc., formerly assigned WJKS (Action taken Oct. 17).

Ratifications

KUJS, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate spark transmitter aboard vessel "Winston Salem", effective Oct. 16, pending receipt and action on formal application; KFJI, KFJI Broadcasters, Inc., Klamath Falls, Ore., authorized to use station October 17 at Merrill, Ore., and Oct. 24 at Fort Klamath, Ore., using frequency 1515 kc., and 15 watts; (Action on preceding taken October 14); Action taken Oct. 16: KGIW, Leonard E. Wilson, Trinidad, Colo., program test period extended 30 days pending action on license application; KDEC, Radiomarine Corp. of America, Washington, D.C. granted 60 day authority to operate additional 50 watt transmitter aboard vessel "Syros"; Action taken Oct. 18: WPFB, Otis P. Eure, Hattiesburg, Miss., granted special temporary authority to operate station for period ending November 1, 1933, due to foreclosure by 1st National Bank. Said authority granted subject to the filing and approval of formal application and proper showing that Eure is possessor of equipment, etc.

Amateur Licenses Granted

The Commission also granted 188 amateur station licenses, of which 121 were new and 67 modifications.

Set For Hearing

Ark-La-Tex Radio Corp., Shreveport, La., C.P. for new station, 1210 kc., 100 watts, unlimited time (facilities of KWEA); WDBO, Orlando Broadcasting Co., Inc., Orlando, Fla., modification of license to increase power from 250 watts to 1 KW (facilities of WRUF).

Geophysical Licenses Renewed

The Commission granted the following applications for renewals of Geophysical station licenses for geophysical service in exact conformity with existing licenses: 51 to the Geophysical Research Corporation; 18 to the Humble Oil &Refining Company; 2 to the Harvard Seismograph Station; 2 to the Gulf Research & Development Corp.; 4 to the Continental Oil Co.; 2 to the Leihigh University, Department of Physics; 2 to the Hamman Exploration Co.

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Miss Sprague

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

Desk

INDEX TO ISSUE OF OCTOBER 24, 1933.

No. 667

ORGANIZED LABOR CHANGES ITS TUNE

Showing a heretofore unknown and friendly attitude towards radio, the Executive Council of the American Federation of Labor at its annual convention recently turned down a resolution providing an investigation of radio advertising which had in view legislation prohibiting lengthy advertising announcements. In doing so the Council reported that advertising broadcasts are necessarily accompanied by music. Actors furnish the program. Should advertising be restricted or eliminated, thousands of musicians, actors and other employees would be thrown out of work.

"There are 12,000 full-time employees of broadcasting stations of the United States", the report concludes. "This does not include the thousands of artists and musicians employed by program sponsors and the networks. The annual payroll is approximately $23,000,000.

"New inventions cause many changes in old established industries. This, of course, raises objections from those displaced. But were it not for the telephones, graphophones, electricity, automobiles and radios, there would be many more idle in the United States.

"The Executive Council believes that progress cannot be stopped. Inventions will continue in greater number than before. Labor's solution of this problem is reducing the hours in the workday and workweek at adequate wages. There is no other remedy and labor uses every effort to organize the wage-earners in order that they can secure a comfortable living and more leisure. If the five-day week and six-hour day were in effect there would not be as many idle workers in the United States."

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DEPRECIATION OF DOLLAR BOOSTS FINLAND RADIO SALES

Here is a kind word for the depreciation of the dollar. It has helped American radio manufacturers to capture a large share of the radio market of Finland, Consul John L. Bouchal, Helsingfors, reports. American radios are now priced about 20 percent lower than European. Other factors which have enabled the Americans to make decided gains without aggressive sales methods have been (1) production of small table and midget models which compete with the European in price; (2) provision of a long-wave band; (3) superior quality.

While definite statistics are lacking as to sales, Consul Bouchal estimates that they amounted to at least 1,000 units in 1932. The figure, he points out, is considerable in view of the fact that sales occurred in a period when the growth in the number of licenses issued was unusually small and during part of which there was actually a decrease in the number issued.

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CODE MAY ERADICATE BAD RADIO MERCHANDISING PRACTICES

The fact that all radio set manufacturers will be able to learn the prices and discounts of competitors through the NRA is expected to do much to stabilize the market and to do away with numerous bad trade practices in the merchandising of sets. Set manufacturers must give the NRA their sales prices, maximum discounts, and terms of payments and must adhere to these.

Arthur T. Murray, of Springfield, Mass., for sets, and Leslie F. Muter, of Chicago, cabinets and accessories, are the Code Supervisors of the Radio Manufacturers' Association, working in connection with the National Electrical Manufacturers' Association under whose code they are operating.

Bond Geddes, Executive Vice-President of the RMA is handling many of the individual problems but in all matters relating to the Electrical Code, members are required to take these up direct with Messrs. Murray and Muter.

The Radio Manufacturers' Association is meeting the expense of initiating the Code administration but the Association is soon to consider whether a special code assessment will be necessary and to take up the question of a provision for sharing of expense by radio manufacturers who are not members of the Association.

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N.A.B. GETS READY FOR 1934

Plans for the forthcoming year will be discussed at a meeting of the Board of Directors of the National Association of Broadcasters, Thursday, November 9 in Washington. The Executive Committee created under the new constitution and by-laws will meet November 8 to thresh out matters in advance.

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WGN RETURNS TO INDEPENDENT POLICY

The contract between Station WGN, owned by the Chicago Tribune, and Columbia will not be renewed. Beginning November 1, WGN will return to its former independent policy and will not be directly affiliated with either of the major networks. The station, however, will broadcast network features whenever an advertiser asks to have the station included in the hookup.

While addressing the Inland Daily Press Association on "The Freedom of the Press", Col. R. R. McCormick, Editor of the Chicago Tribune, made the following reference to radio:

"When radio became common and some administrative methods were necessary to prevent confusion, Congress chose as its model of legislation almost exactly the legislation of Henry VII when he introduced the printing press into England. The radio was put under license and under a star chamber, without legal procedure, and without an adequate right of appeal to the courts.

"Consider the case of Station WIBO, the owners of which had continuous title to their wave length, obtained by continuity from the beginning. They had conducted the station without offense. A group of men of political influence in Indiana applied for title to the wave length of WIBO. The hearing before the Radio Commission was a travesty. The license to the wave length was transferred to a station aptly named WIND. No payment was made to the previous owner, who is left with idle machinery on his hands. The total distance of the transfer was less than 40 miles, across the State line, in order to change ownership, and that is a station controlled by one of the big, influential chains that recently broadcast the intolerable fake about the capture of the escaped Indiana convicts.

"I say this with perfect knowledge that I am prejudicing my own case in the instance of Station WGN, which has a continuous claim of title by purchase, from the beginning. It is being assailed by a political group, this time in Wisconsin, which seeks to take our property away. We have no adequate appeal to the courts. We are dependent on favoritism, and I will not be dependent upon favoritism.

"My reason for introducing the reference to radio licensing is because we have licensing of the press now presented to us, and it indicates how much right we may expect to have under that method."

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BROADCASTERS' CODE EXPECTED WITHIN TEN DAYS

With concessions being made on both sides and considerable progress generally, John W. Guider, Code Counsel for the National Association of Broadcasters said that he was hopeful that the Broadcasters' Code might go to the President within the next ten days.

"We are in the negotiation stage", said Mr. Guider, "with not a great deal of change since I reported to the Convention at White Sulphur Springs. Nevertheless we are making headway and it is just possible we may have something definite to report within the next few days. For a time we were stymied but I am glad to say we are now going ahead."

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AUGUST ADVERTISING REVENUES SLIGHTLY OFF

Total expenditures for broadcast advertising during the month of August were somewhat below those of July. August revenues for stations and networks totaled $3,693,246.00 as against $3,918,441.00 for the previous month, representing a decline of approximately 5.9%.

"The decline in broadcast advertising volume was entirely in the field of individual station business, station revenues dropping 11.4% from the July level", the National Association of Broadcasters Statistical Service reports. "A marked increase was experienced in regional network revenues. National network revenues increased 5.2% in August over the July volume. This is particularly encouraging, since in previous years August network advertising has tended to decline from 5% to 10% as compared with the preceding month. National networks have been improving their position since the low point of last April when network revenues lagged 38.5% behind that of the previous year. August revenues are but 16% behind those of the same month of 1932, while network revenues for the first eight months of 1933 are but 31% behind those of last year.

"During August, increases were experienced by the leading advertising media of the country. Expenditures for advertising space in 108 leading general magazines increased 8.2% over July, and lagged but 4% behind August, 1932. National farm papers gained 53% over the preceding month, while newspapers gained 16.5%. Farm paper advertising was 19% behind August, 1932, and lagged 27% behind 1932 for the first eight months. Newspaper advertising was 9.5% under the August, 1932, volume, and 15% less than the volume for the first eight months of that year."

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ZENITH SHOWS UNUSUAL PROFIT IN LOWEST QUARTER

The Zenith Radio Corporation reports a net operating profit for the quarter ended July 31st, 1933, of $8,335.67, compared with a net loss of $75,841.81 for the same quarter in the preceding year, after all charge-offs including liberal depreciation, but before Federal Profit Taxes, as per the following comparative statement:

		Quarter ended July 31st		
		1932		1933
Manufacturing Profit				
After Excise Taxes, Royalties, Manufacturing expenses and Maintenance of Plant and Equipment		$22,077.45		$75,343.96
Selling and Administrative Expenses		74,075.71		46,182.33
Depreciation		23,843.55		20,825.96
Net Operating Result	Loss	$75,841.81	Profit	$ 8,335.67

"During 18 years of experience, Zenith has made a profit in only one prior year in this first quarter, namely 1928, the reason being that this quarter represents the lowest point in the radio year", Hugh Robertson, Treasurer of Zenith, reports.

"The company is marketing an outstanding line of receivers. Sales are steadily increasing, and production is being maintained accordingly.

"The company continues to maintain itself in strong, liquid position. There are no preferred stock or bond issues, and no loans of any kind outstanding. Current obligations are being met promptly when due."

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CALLS COLUMBIA SERVICE POTENTIAL THREAT TO PRESS

The fact that Ted Church, Washington manager of the newly organized Columbia News Service, stated in a general letter seeking correspondents that the new service will be "a potential threat to all newspaperdom" is played up by the Editor & Publisher.

"We must not under any circumstances pilfer a story from any press association or newspaper. We are under close observation, this service obviously being the newest thing in the news business and of course a potential threat to all of newspaperdom", Mr. Church wrote in the letter.

Columbia pays its correspondents $2 per story accepted and used, plus bonuses for special work.

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BUSINESS LETTER NOTES

Gen. J. G. Harbord, Chairman of the Radio Corporation of America, a militant Republican, actively backing Major F. H. LaGuardia, Fusion candidate for Mayor of New York, introduced the latter to the radio audience over WABC.

Praising Major La Guardia's record in war and politics, General Harbord said:

"It is the political history of this City of New York that its government gets so corrupt and inefficient that its rather apathetic and indifferent people are periodically stirred to action. They will stand just about so much of crime, corruption, waste, graft and inefficiency before they are aroused to the fact that their government is being run in the interest of politicians and not of the people. When that consciousness dawns upon them, they rise and throw the rascals out. Such a time is here now."

Discussions of the Canadian officials who visited Washington last week were confined to the short wave situation.

Canada is desirous of coordinating the assignment of services in the non-broadcasting bands with those of the United States, so as to avoid inter-continental interference. Primarily involved in the discussions were the channels ranging from 1,600 to 3,500 kilocycles, above the broadcast band. On these waves such services as police crime stations, harbor, marine, fire emergency and miscellaneous experimental transmitters are assigned in this country.

Those who came to Washington for the conference were:

Comdr. C. P. Edwards, Director of Radio of the Dominion's Department of Marine; Capt. W. L. Laurie, Chief Radio Officer of the Royal Canadian Corps of Signals, and Donald Manson, Chief Inspector of Radio of the Dominion.

With further reference to the Special Committee headed by Secretary of Commerce to study the creation of a Communications Commission to have general jurisdiction over wire and radio communication, of which Gen. Charles McK. Saltzman, former Chairman of the Federal Radio Commission, is Vice Chairman, other members are as follows: Herbert L. Petty, Secretary of the Federal Radio Commission, Secretary; Senator Dill, Chairman of the Senate Committee on Interstate Commerce; Representative Rayburn, of Texas, Chairman of the House Committee on Interstate and Foreign Commerce; representatives of the Army, Navy, Coast Guard, State Department, and Bureau of Standards.

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COLUMBIA FINDS RADIO OWNERS' FAMILIES MORE SUBSTANTIAL

A vertical study of radio set ownership in the United States for 1930-33 reveals, along with many other unusual findings, that the typical radio family earned 93% more income than the typical non-radio family. The study is based on a complete cross-tabulation of 13,753,073 U. S. family records for Columbia by the Census Bureau. Evidently the result of team-work and personal direction of Henry A. Bellows, Vice-President, and John J. Karol, Director of Market Research, respectively, of Columbia, the presentation is a 60-page de luxe compilation handsomely printed and profusely illustrated. The size of the book is 10 by 13 inches. It is ornamented by the light blue color which makes Columbia publications recognizable at a glance.

There is a facsimile of a letter from Secretary of Commerce Roper addressed to Mr. Bellows, which reads:

"I have noted, with considerable interest, the vertical study of radio ownership which you discussed with me. It is a clear and significant analysis, and I am pleased with the part which this division of the Government, through our Bureau of the Census, has played in providing you with facts and figures.

"In view of the expanding role which broadcasting is playing in the social, educational and economic life of America, this study seems to me to fill a definite need for accurate information. The relative degree to which radio ownership has penetrated each successive economic stratum and, by extension, each social level, is revealed in your company's analysis. This is well worth the consideration of all who are seriously concerned with the constructive molding of American thought through the use of the broadcasting medium."

"It remained for a private business organization, taking advantage of the Census Bureau's general policy, when available records and tabulating equipment permit", Dr. Leon E. Truesdell, Chief Statistician for Population, Bureau of the Census, writes in a foreword to the study, "of making special tabulations at cost for any person or organization desiring them, to devise and carry through a plan of tabulating separately for radio and non-radio families several of the more important classifications, including value or rental of home, which forms the best index of economic status or family purchasing power that is now available for the country as a whole."

Among the topics dealt with are Comparison of Radio and Non-Radio Homes, by States; Comparison of Radio Homes and Non-Radio Homes, 13 States as a Group and United States Totals; Radio Ownership by Income Levels; Radio's Degree of Penetration of Each Income Level - in 13 States and Total United States as of 1930; and United States Totals Projected to 1933; Individual State Charts and Tables, Radio Ownership by Income Levels, Arranged Alphabetically by States; Statistical Notes.

A review of the findings of the study reveals that:

1. As of April, 1930, radio-owners paid 84% more rent, per family, than non-radio owners.
2. Radio-owners owned homes 79% more costly (current values) than their non-radio neighbors.
3. The typical radio family earned 93% more income than the typical non-radio family.
4. Radio ownership is everywhere broadest in the upper income levels, and descends like a wedge into the lower income levels.

When only 40.3% of all the homes in the United States owned radios (April, 1930):	When 56.2% of all the homes in the United States owned radios (January, 1933):
78.0% of all class AA homes owned radios	87.8% of all class AA homes owned radios
73.7% of all class A homes owned radios	85.7% of all class A homes owned radios
66.8% of all class BB homes owned radios	80.7% of all class BB homes owned radios
54.2% of all class B homes owned radios	72.0% of all class B homes owned radios
34.7% of all class C homes owned radios	57.8% of all class C homes owned radios
13.6% of all class D homes owned radios	36.0% of all class D homes owned radios

5. The average radio family contains more consumers, more gainful workers, and more adult listeners than the average non-radio family.
6. With 16,809,562 homes owning radios as of January, 1933, radio represents, by the sheer weight of its numbers, a "mass medium" of gigantic proportions. Because these millions of radio homes are so sharply stratified by income levels, radio represents a "class medium" on a scale which has never before been associated with the term. Radio thus reaches an enormous "mass market" literally composed of "class markets".

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GEORGE F. McCLELLAND RESIGNS FROM NBC

George F. McClelland tendered his resignation as Vice-President in charge of Sales for the National Broadcasting Co. at a meeting of the Board of Directors last Friday. The resignation was accepted with regret.

Beyond saying that he intended to enter the radio broadcasting business in an independent capacity, Mr. McClelland limited his remarks to the fact that he would make a formal statement of his future plans on November 15.

Since the day in 1922 when the first commercial station, WEAF, came into being, until the present moment, McClelland has been actively associated with the growth of modern broadcasting.

He was the first to suggest the formation of entertainment units to be named and sponsored by nationally advertised products, and the entire development of the commercial angle of broadcasting has taken place under his watchful eye and to an appreciable extent as a result of his efforts. In the pioneer days, he was largely responsible for inducing other stations to link with WEAF in the first experimental network broadcast.

Meanwhile the whole problem of who was to pay for broadcasting was up for solution. Through the medium of the sponsored program, as developed by McClelland's department, the whole problem was eventually solved.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Oct. 24, 1933)

KROW, Educational Broadcasting Corp., Oakland, Cal., C.P. to install new equipment and move station from Richmond to Oakland, Cal.; WHN, Marcus Loew Booking Agency, New York, modification of C.P. extending completion date to Dec. 1, 1933; WCAX, Burlington Daily News, Inc., Burlington, Vt. special temporary authority to operate from 9 to 10 P.M. EST on Oct. 25th; KOCW, J. T. Griffin, Chickasha, Cal., renewal of license on a temporary basis pending installation of new equipment and approved frequency monitor, and on condition that station remain silent until installation of said equipment and approved frequency monitor.

Also, R.C.A. Communications, Inc.: W2XBJ, Rocky Point, N. Y., modification of license to add frequencies 4550, 4555, 10380, 13900, 15760 and 17940 kc.; WDE, Rocky Point, N. Y., modification of license to add additional transmitter #53 using 40 KW; WDN, Rocky Point, N. Y., modification of license to authorize use of additional transmitter of increased power, 40 KW, for communications with Moscow, Russia; WMR, Mackay Radio & Telg. Co., Inc., near West Palm Beach, Fla., modification of license to change description of location from near West Palm Beach to Jupiter, Fla.; KGJX, City of Pasadena, Cal., Police Dept., modification of license to increase power from 100 to 400 watts; W3XA, Bell Telephone Laboratories, Inc., Mendham Township, N. J., renewal of special experimental license, 2530 kc., 500 watts;

Also, W6XS, Don Lee Broadcasting System, Los Angeles, renewal of experimental visual broadcasting license, frequencies 2750-2850 kc., 1 KW; KIGA, National Battery Broadcasting Co.,

Portable, initial location Minneapolis, renewal of temporary broadcast pickup license, 1566, 2390 kc., 7.5 watts; KIFT, Julius Brunton & Sons Co., Mobile - San Francisco Bay, renewal of temporary broadcast pickup license, 2342 kc., 50 watts; Harry B. Harris, Portable & Mobile on Aircraft, authority to operate portable-mobile station aboard aircraft on frequencies in 56,000-60,000 kc. band, in connection with Massachusetts Institute of Technology meteorological research in collaboration with American Radio Relay League; City of Binghamton, Binghamton, N.Y., C.P. for police service, 2442 kc., 150 watts.

Miscellaneous

WPFF, Toms River Police Dept., Toms River, N. J., license for police service cancelled, due to fact that municipalities could not afford to install receiving sets in police cars; WLB, University of Minnesota, Minneapolis, application for modification of license removed from hearing docket; WRHM, Minneapolis Broadcasting Corp., Minneapolis, and WCAL, St. Olaf's College, Northfield, Minn., WCAL has withdrawn application for increased power. The three stations have entered into a time-sharing agreement using all the facilities of 1250 kc including the 5 hours formerly assigned to KFMX now deleted. The Commission approved the time-sharing agreements and new licenses will be issued to the respective stations upon a specified hour basis in conformity with the time-sharing agreement.

Renewal of Licenses

The following stations were granted renewal of licenses for the regular period:

WBBR, Brooklyn; WDAG, Amarillo, Tex.; WEVD, New York; WJSV, Alexandria, Va.; WQBC, Vicksburg, Miss.; WSMK, Dayton, Ohio KFPY, Spokane, Wash., and KGA, Spokane, Wash.

Set For Hearing

New - Northern Broadcasting Co., Inc., Laconia, N. H., C.P. 1310 kc., 100 watts, unlimited time, facilities of WKAV.

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SOME RECENT NBC NEW AND RENEWAL ACCOUNTS

NEW - Phillip Morris Co. (Cigarettes), 119 Fifth Ave., New York City; Agency - Biow Co., 521 Fifth Ave., New York City; Started Sept. 27, 1933, Wednesdays, 9:30-10:00 P.M.; Network - WEAF WTAG WJAR WCSH WLIT WFBR WRC WBEN WCAE WTAM WWJ WSAI WMAQ KSD WOW WDAF WTMJ KSTP; Program - "Leo Reisman's orchestra with Conrad Thibault, baritone".

NEW - Chevrolet Motor Co. (Motor cars), General Motors Bldg., Detroit, Mich.; Agency - Campbell Ewald Co., Detroit, Mich.; Started October 1, 1933, Sundays 10:00-10:30 P.M. Network - WEAF WTIC WTAG WEEI WJAR WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WMAQ WOW WDAF WTMJ WIBA KSTP WEBC WDAY KFYR WRVA WWNC WIS WJAX WFLA-WSUN WIOD WSM WMC WSB WAPI WJDX WSMB WKY WBAP KTBS KPRC WOAI KOA KDYL KGIR KGHL KGO KPO KFI KGW KOMO KHQ KFSD KTAR; Program - Jack Benny, Mary Livingstone and Frank Black, director of orchestra.

NEW - American Tobacco Co. (Lucky Strike Cigarettes), 111 Fifth Ave., New York City; Agency - Lord & Thomas, 247 Park Ave., N. Y. C.; Started - October 7, 1933, Saturdays 9:00-9:30 P.M.; Network - WEAF WTAG WEEI WJAR WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WLW WMAQ KSD WOW WDAF WTMJ WIBA KSTP WEBC WDAY KFYR WRVA WWNC WIS WJAX WIOD WFLA WMC WSB WAPI WJDX WSMB WKY KTHS WBAP KTBS KPRC WOAI KOA KDYL KGO KFI KGW KOMO KHQ KFSD KTAR KGU; Program - Jack Pearl in role of Baron Munchausen with "Sharlie".

NEW - Crazy Water Hotel Co. (Crazy Water Crystals), Mineral Wells, Texas; Agency - Cowan & Dengler, 25 W. 45th St., New York City; Started - Sept. 24, 1933, Sundays 2:00-2:30 P.M.; Network - WEAF WEEI WJAR WTAG WCSH WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ WHO-WOC WOW WTMJ WIBA KSTP WEBC WRVA WPTF WWNC KVOO WKY WFAA-WBAP KPRC WOAI KOA KDYL KGO KPO KFI KGW KOMO KHQ (WIS WJAX WIOD WFLA WSM WMC WSB WAPI WSMB KTHS CRCT CFCF starting 10/8); Program - "Gene Arnold and the Commodores".

NEW - Calsodent Co. (Mouthwash), 315 Fifth Ave., New York City; Agency - J. Walter Thompson Co., 420 Lexington Ave., New York City; Started - September 26, 1933, Tuesdays, 9:00-9:15 A.M.; Network - WEAF only; Program - "Mouth Health", talk by Marley Sherris

NEW - A. Hollander & Son, Inc. (Fur Dressers and Dyers), Newark, N. J.; Agency - Grey Advertising Service, Inc., 128 West 31 St., New York City; Started October 24; Network - WJZ only; Program "Men of Daring", dramatic program.

RENEWAL - General Foods Corp. (Diamond Salt), 250 Park Avenue, N. Y. City; Agency - Benton & Bowles, 444 Madison Ave., New York City; Started October 5, 1933; Thursdays 8:00-8:30 P.M.; Network - WJZ WBZ WBZA KDKA; Program - "Cape Diamond Light", dramatic sketches.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

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No. 668

COMMUNICATIONS COMMISSION AGAIN LOOMS

With the special Cabinet Committee on Communications of which Secretary of Commerce Roper is Chairman and former Federal Radio Commission Chairman Charles McK. Saltzman, is Vice-Chairman, making an intensive study of the situation, the talk of a Communications Commission to absorb the functions of the Federal Radio Commission and all other governmental agencies regulating wire and wireless communications, is again revived.

Herbert L. Pettey, Secretary of the Radio Commission, is Secretary of the Cabinet Committee. Other members are W.M. W. Splawn, economist and special counsel of the House Interstate Commerce Committee; Dr. Irvin D. Stewart, State Department; Maj. Gen. I. J. Carr, Chief Signal Officer, Army; Capt. S. C. Hooper, Director of Naval Communications; Lieut. E.M. Webster, Coast Guard, and Dr. J. H. Dellinger, Bureau of Standards.

Senator Dill of Washington and Representative Rayburn of Texas, Chairmen of the Senate and House Committees on Interstate Commerce, are serving on the committee in advisory capacities.

Secretary Roper said that the Cabinet Committee was formed to continue studies which were begun in connection with the departmental reorganization work launched immediately after March 4.

"A Transportation Committee was formed to study and advise in relation to departmental reorganization plans", Mr. Roper explained. "The Cabinet Committee on Communications is an outgrowth of the Transportation Committee which is now simply coordinating in an advisory capacity. This leaves, therefore, for the full launching of this study the communications unit, and for this particular study the present interdepartmental committee has been appointed.

"This committee is making a study of the subject of communications with the primary view of working out a more definite interdepartmental arrangement in the interest of better service, more economically administered. In making this study it is conducting a survey of the field of communications, but no further directions regarding its work have been given. As this study has just been initiated, it is not possible to say when it will be completed, but it is hoped that it may be in its final stages by the end of this calendar year.

"As the committee is at present concerned with interdepartmental problems, it is not possible at this time to define the scope of its further studies in order to anticipate in any way what the committee may recommend in its report to the President, through the Secretary of Commerce."

General Saltzman, though a Republican, is at present serving in the Shipping Board Bureau of the Commerce Department. He is an old friend of Secretary Roper.

If a Communications Commission is created, it is believed it would be by legislative act rather than by executive order. Radio would simply be a part of the Commission, along with cables, telegraph and telephones. The new Commission would also have rate fixing powers.

Whether the Communications Commission would be an independent body as the Radio Commission is at present, or would be under one of the Cabinet officers, is still a matter of conjecture. It is well known that both Secretary Roper and Postmaster General Farley have been trying for sometime to take over the Radio Commission.

Before the Radio Commission was created, radio control was lodged in the Department of Commerce where for a number of years it was administered by Secretary Hoover. It has, however, been Commissioner Farley's argument that in other large countries everything having to do with communications is lodged in the Post Office Department.

Although not generally known, Postmaster General Farley has reserved space for the Federal Radio Commission in the new Post Office Department building now being erected in Washington. It will be necessary for the Commission to vacate its present office structure, which is to be torn down as a part of the building program. Therefore the Radio Commission will move into the Post Office Department edifice about March 1st.

Whether this preliminary move will prove to the advantage of Postmaster General Farley remains to be seen.

"It looks as if Farley had put one over on Roper in thus getting the Commission under his wing", an observer remarked.

Members of the Radio Commission are not enthusiastic about moving into the Post Office building neither are they particularly gleeful over the fact that none of the Commissioners was named as a member of the Cabinet Committee.

"I guess the President thought we might be too interested in keeping our jobs to be expected to recommend legislation which might abolish them", one of the Commissioners commented.

A well informed radio man in Washington said he had it on excellent authority that the President wasn't particularly anxious to abolish the Radio Commission. Another said, "The President wants to do something about the Radio Commission but doesn't know just what he wants."

It seems to be the consensus of opinion that the President will follow the Cabinet Committee's recommendation. In the meantime each member of the Committee has been sworn to secrecy so it may be difficult to follow their deliberations which may continue until about the first of the year or until such time as the recommendations can be taken up by Congress.

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BIG MONEY INTERESTS REPORTED REORGANIZING WYNN CHAIN

Men with heavy financial backing are reorganizing Ed Wynn's chain according to word reaching Washington.

"There is at least one man now interested in the reorganization", a visitor from New York said, "who could put $1,000,000 into the chain without ever missing it from his bank account. There are other big people in the new line-up."

Curtis Dall, son-in-law of President Roosevelt, who was Chairman of the Ed Wynn Board, is now said to be definitely out of the picture.

"It was his name only", an individual conversant with Dall's arrangement vouchsafed, "he didn't have any money invested in the chain."

This man said that the WMCA backers, Ryan, Whitney, Adams and Donald Flamm were not interested in the Ed Wynn reorganization. It was reported that Ed Wynn had sunk something like $250,000 in his chain and that he has probably kissed this good-bye.

On the other hand, it was reported that Wynn would soon earn this back with his new NBC-Texaco 52 week contract reported to be $7,500 a week net, $2,500 more each week than his old agreement called for. If that figure is correct, it would place the comedian's annual salary for radio at $390,000, or more than five times the salary of the President of the United States.

No one seemed to know definitely why Wynn had resigned.

"My theory", the New York visitor remarked, "is that the NBC or Ruthrauff and Ryan, the advertising agency said to him, 'Here, we want you and will give you a substantial raise but we must have your full time and attention and don't want you to be fooling around with that little chain.'"

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UNLIMITED TIME REFUSED MICHIGAN STATIONS

Stations WJBK, of Detroit, James F. Hopkins, Inc., and WIBM, Jackson, Mich., operating simultaneously on the same frequency in the daytime and sharing time at night, asked the Federal Radio Commission for a modification of their licenses which would permit each station to broadcast full time at night. Examiner Ralph L. Walker recommended that both applications be denied.

"It appears that Station WJBK is now rendering a good service and that the granting of the present application would enable the licensee to extend this service by adding certain

evening hours", Examiner Walker reported. "While such operation would undoubtedly benefit the applicant from a financial viewpoint, it does not appear that additional program service is needed in the Detroit area.

"There is not a sufficient showing to warrant a finding that the granting of this application will not result in a further curtailment of the service area of WIBM by reason of interference. In any event, it is clear that the operation of WJBK, unlimited time, will add to the interference condition now existing on the frequency in question and thereby make more difficult the problem of correcting that condition at some future date."

No one appeared at the hearing in behalf of Station WIBM and no testimony was offered in its behalf.

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LABOR DISAGREEMENT STILL DELAYS BROADCASTERS' CODE

The Broadcasters' Code continues to be held up by the question of hours of labor for radio operators and technicians. It has been tentatively agreed that the Code Authority shall make a thorough study of whether operators shall work a 48 or a 40 hour week and report on it at the end of 90 days. The hitch is said to be whether in the meantime station operators shall adhere to the 48 or the 40 hour week.

The Broadcasters are holding out for the 48-hour week and contend that the investigation should be made as to whether or not a 40-hour week is possible. The labor unions, in behalf of the operators, maintain that the 40-hour week should be put into effect at once and that the study should be made as to whether the 48-hour week is justifiable.

It is the contention of the broadcasters that there are not enough qualified operators to meet the 40-hour week schedule and because of the long operating hours these demands would work a particular hardship on the smaller stations. Broadcasters believe they can prove the 40-hour week an impossibility.

Agreements are understood to have been reached to pay operators in the bigger stations, those operating on a clear channel, $40 a week, those of the medium size stations $30, and the local&part-time stations $20. Announcers, office staff men and others are classified in the Code under a 40-hour week, with minimum specified as to population. Employees earning over $35 a week are classed as executives and not subject to hours of labor.

The Code Authority will also make a special study of the proposal of minimum pay for radio performers and the demands of the latter that they be compensated for auditions and rehearsals.

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SUPREME COURT DENIES BOSTON STATION APPEAL

The Supreme Court has declined to review the case of Station WLOE, of Boston, whose application for renewal of license was denied by the Federal Radio Commission June 18, 1932. The District Court of Appeals sustained the Commission. Following this the Boston station carried the case to the Supreme Court.

In refusing to relicense WLOE, the Radio Commission charged, among other things, that Station WLOE had insufficient financial backing and that the Boston area was well served without the station.

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LOUISVILLE STATION TO TAKE OVER WFIW

Withdrawing its appeal to the District Court, the owners of Station WLAP, in Louisville, Ky., have advised the Radio Commission that they have acquired a majority of the stock of Station WFIW at Hopkinsville, Ky., and will hereafter operate that station in Louisville.

Station WLAP recently applied for an increase to 1,000 watts power and the facilities of Station WFIW. The Commission refused this but granted permission to WFIW to move to Louisville whereupon WLAP appealed to the District Court.

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WBT ASKS TO JOIN THE BIG LEAGUERS

An application was received by the Federal Radio Commission on October 26th from Station WBT, at Charlotte, N. C., asking for a modification of its license to increase its power from 25 KW to 50 KW. This is Columbia's key station in the South and this increased power would increase its coverage in southern States.

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NEW QUAKER STATION WAS COMMISSION'S BIGGEST PROBLEM

Allowing Westinghouse to retain its much sought frequency of 1020 kilocycles and to move its Station KYW, occupying the frequency from Chicago to Philadelphia, proved the most perplexing decision the Federal Radio Commission has ever been called upon to make. Fifteen other stations were involved and the complications of the case proved worthy of the proverbial Philadelphia lawyer. It all began years ago when Sam Pickard, then Federal Radio Commissioner, now Vice-President of Columbia, "borrowed" the 1020 kilocycle clear channel frequency from the Second Zone in which Philadelphia is located for the use of KYW, Chicago, in the Fourth Zone so that the latter station could afford better facilities to the Chicago Herald-Examiner. This enabled KYW to increase its power to 10,000 watts.

Since then the Fourth Zone has gone greatly over its quota and several stations in the Second Zone have applied for the "borrowed" frequency. However, since Pennsylvania was an under-quota State, and since Westinghouse was a Pennsylvania corporation, it sought itself to retain the 1020 frequency by moving Station KYW to Philadelphia. After a long hard fight, it won.

This means a new 10,000 watt station for Philadelphia and very likely an additional outlet for the National Broadcasting Company in the Quaker City.

Among the applicants who were turned down by the Commission in favor of the Westinghouse people were: Station WXYZ, of Detroit, which applied for the 1020 kilocycle channel, KYW's frequency, and an increase of power to 10,000 watts for a new station; WFAN, and WIP, both of Philadelphia, now sharing the 610 kilocycle frequency, which applied for the KYW frequency and permission to use 5 KW power; and WCAU, Philadelphia, Columbia outlet, which likewise sought the KYW frequency.

To add to the complexity of the situation, Station WJAS, in Pittsburgh, desiring to change from its regional channel of 1290 kilocycles to 820 kilocycles, a clear channel occupied by WHAS, the Louisville Courier-Journal station, proposed that the Commission assign WHAS to 1020 kilocycles, the KYW frequency. This the Commission declined to do and both WJAS and WHAS will continue to operate on their present channels.

To make way for KYW, the Commission ordered Station WRAX, in Philadelphia, from the 1020 kilocycle channel to 920 kilocycles and a change in power assignment from 250 watts day and night to 250 watts night and 500 watts day, and change in operating time from daytime to sharing time with Station WPEN, Philadelphia, whose frequency was changed from 1500 to 920 kilocycles.

Other stations involved in the shakeup were:

WIBG, Elkins Park, Pa., whose frequency was changed from 930 kc. to 970 kc. and its power increased to 100 watts; WORK, York, Pa., which was allowed to remain on its present frequency of 1000 kc. with 1 KW power; WHN, New York, which likewise was permitted to continue as at present on 1010 kc., sharing with WRNY and SQAO-WPAP; WRNY, New York, which was allowed to continue on its present frequency sharing with WHN and WQAO-WPAP, New York; WPAP, to continue on its present frequency sharing with WHN and WRNY as at present; WOWO, Fort Wayne, Ind., which was denied a modification of its license to permit full time operation on 1160 kc., a clear channel now shared with WWVA at Wheeling, W. Va., and also denied construction permit to increase power from 10 KW to 25 KW, (it was proposed that WWVA be assigned to 1290 kc. now used by WJAS); and WWVA, Wheeling, W. Va., which was denied permission to operate full time on 1160 kc., but which was granted renewal of license on present basis, i.e., sharing time on 1160 kc. with WOWO.

KYW proposed to erect its new transmitter in the vicinity of Whitemarsh, Pa., 10 or 12 miles northwest of the Philadelphia City Hall and will use a directional antenna so that there may be the minimum interference with stations on adjoining channels. The studios will be located in the Westinghouse Building at 13th and Walnut Streets in Philadelphia.

KYW, which now goes to Philadelphia, was the first radio station in Chicago, construction having been completed and operations commenced November, 1921.

In arriving at its decision, the Commission took into consideration the relative merits of the different applications for 1020 kc. by making a comparative study, first of the population, quota status, present service, service needs and requirements, interference problems of the cities and communities involved, and secondly, of the relative merits of each of the applications with reference to financial responsibility, technical equipment, past, present and proposed programs, service, etc.

Discussing the qualifications of applicants, the Commission says:

"While each of the applicants for 1020 kilocycles is financially responsible and otherwise qualified to carry out his proposal, the Westinghouse Electric and Manufacturing Company, licensee of KYW has a superior financial standing, greater technical resources, more extensive broadcasting experience, etc., than any of the other applicants. Although there exists in a licensee no property or priority rights in a frequency, it has been held that a licensee with a good past record and substantial investment in his station should not be deprived of his license except for compelling reasons."

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BUSINESS LETTER NOTES

Martin A. Leese, prominent Capital business man, and owner of Station WMAL (whose initials M.A.L. form the basis of the station's call letters) has been elected President of the Washington Chamber of Commerce. Mr. Leese succeeds Thomas P. Littlepate, nationally known radio attorney, who declined to succeed himself because of the belief that a president of the organization should only serve one term.

Mr. Littlepage was one of the most active president in the history of the Washington Chamber of Commerce and initiated policies and undertakings which will be heard from for years to come. While Mr. Leese is still supposed to own WMAL outright and simply leasing it to the National Broadcasting Company, there have been various reports that the NBC and the Washington Evening Star have acquired an interest in it.

The International Research Corp. of Ann Arbor, Mich. filed a patent infringement action in U. S. District Court in Wilmington against U. S. Radio and Television Corp., of Marion, Ind., charging infringement of a patent on improvements for a radio circuit.

The patent was issued to Robert P. Wuerfel, president of the plaintiff corporation last March. Wuerfel, in the bill of complaint, says he notified the defendants of infringement but got no results. An injunction and an accounting of profits and damages was asked.

A report of the Crosley Radio Corporation for six months ending September 30 shows the following:

Net profit after royalties, depreciation, Federal taxes and other charges, $169,805, equal to 31 cents a share on 545,800 no-par capital shares, contrasted with net loss of $300,700 last year. Quarter ended Sept. 30: Net profit after same charges, $64,894, or 12 cents a share, against$104,911 or 19 cents a share in preceding quarter and net loss of $223,002 in third quarter last year; sales, $2,294,950, against $2,338,628 in preceding quarter.

The NBC will restore a ten per cent salary cut to its employees effective November 1st, according to Richard C. Patterson, Jr., Executive Vice-President.

All employees who were on the pay-roll, as of April 1st, 1933, when the last salary reduction was made, will receive the salary increase, according to Mr. Patterson.

Moving Day for the National Broadcasting Company from 711 Fifth Avenue to Radio City will extend over November 3, 4 and 5. To avoid congesting traffic, the transfer will be made at night from 6:00 P.M. to 6:00 A.M. on each of the three days.

The 800 members of the NBC staff will leave 711 Fifth Avenue Friday evening, and will resume their duties Monday morning in Radio City.

Broadcasting will continue from the old NBC studios pending the inauguration of the Radio City studios the middle of November. Therefore a number of production men and engineers will remain at the old headquarters.

New machinery has been set up to handle Code violations. The new machinery, of which the twenty-six district offices of the Department of Commerce form an integral part, will be effective until a permanent governmental code compliance system is established.

Once the cases come to Washington they will be handled by the National Compliance Board, which will use every effort to settle the complaints even to the extent of referring cases to the Federal Trade Commission for the issuance of "cease and desist" orders, or to the Attorney General for injunction or other proceedings in the Federal Court.

The Federal Radio Commission has just issued a revision of the fundamentals upon which Police Radio Service is based. It is an 8-page single-spaced mimeographed document and though dated October 11, has just now been made available.

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THE PLIGHT OF THE RADIO ENGINEER

"No condition facing the radio industry is more important to the present and future prosperity of the art, than the unemployment situation in which the average radio engineer finds himself", declares an editorial in Electronics.

"If he has a job at all, the technical radio man is likely to have imposed on him low wages, long hours, Saturday and Sunday overtime, and insecurity of employment. In certain plants, good men are temporarily taken on at bare subsistence wages, drained of their ideas, and then in a few weeks turned out on the street again - the process to be repeated with a new batch of "laboratory fodder".

"It is clear that such a policy cannot build for stability or real progress of the art. New products and services which the public buys, come from engineering minds. It is poor economy to kill off the producers of the golden eggs.

"The Institute of Radio Engineers has recongized this unsound employment condition by the appointment of a special committee to study the problem, with no less a chairman than the President of the Institute, Dr. L. M. Hull himself. This committee can set out the facts and propose solutions. It early developed that the NRA Codes had no place to take up the radio engineers' problems, but there is still hope that out of the improved business conditions resulting from NRA, the radio engineer may benefit.

"Meanwhile there is much talk abcut organizing the engineers for self-protection.

"We would be slow in advising intellectual laborers like radio engineers to attempt to organize on an out-and-cut labor-union business. Yet there are those who feel this is the only way to amelioration of the radio engineers' present plight."

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LINES UP MRS. ROOSEVELT FOR NEW FOOD AND DRUG ACT

Assistant Secretary of Agriculture Rex Tugwell's drive to develop further the well-tested laws on truth in advertising of foods, drugs and cosmetics through passage of a new Food & Drug Act has won two new and important converts, George Durno writes in the "National Whirligig".

"They are, reading from left to right, Mrs. Eleanor Roosevelt and Mrs. Anna Dall", Mr. Durno continues. "At Tugwell's invitation the First Lady and her attractive daughter motored down to the Agriculture Department the other day to go through his "chamber of horrors."

"Mrs. Roosevelt and Mrs. Dall were amazed at what they saw. Mrs. Dall's pencil was busy taking notes the entire time she was in the exhibit room. Mrs. Roosevelt indicated she would withdraw an article she had written and substitute for it a piece on what she had seen at the Pure Food & Drug Show. She vowed further she would lecture on the subject."

The United Medicine Manufacturers of America, at their recent Chicago convention, devised 17 points of attack on Tugwell's proposed new bill.

J. M. Ewing, Pennsylvania manufacturer and president of the Association, and Clinton Robb, Washington counsel, will lead the battle. It takes in publicity of every imaginable description, a lobby on Congress, support of advertising media drawing revenues from proprietary ads and the enlistment of allied industries such as manufacturers of cartons, tubes, boxes and bottles. The inalienable right to self-medication is their battle-cry.

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RECENT NBC NEW ACCOUNTS AND RENEWALS

RENEWAL - Pacific Coast Borax Co. (Twenty Mule Team Borax), 51 Madison Ave., N. Y.C.; Agency - McCann Erickson, Inc., New York City; Started October 5, 1933, Thursday 9:00-9:30 P.M.; Network - WJZ WBZ WBZA WBAL WHAM KDKA WGAR WJR WLW WLS KWK WREN KOIL WMAL KSYR KSO KWCR; Program - "Death Valley Days", dramatizations of pioneer life in Death Valley, California.

NEW - The Hoover Co. (Vacuum Cleaners), Canton, Ohio; Agency - Erwin,Wasey & Co., Chicago, Ill.; Started October 8, 1933, Sundays 9:30-5:00 P.M.; Network - WEAF WTAG WEEI WJAR WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WMAQ WOW WDAF CRCT CFCF WTMJ WIBA WEBC KGO KFI KGW KOMO KHQ KOA KDYL KVOO WKY KPRC WSAP WOAI; Program - large orchestra with 60 voice chorus and Harvey Hays, narrator.

NEW - The Welch Grape Juice Co., Chicago, Ill.; Agency - W. H. Kastor & Sons, Chicago, Ill.; Started October 4, 1933, Wed., Fri. 7:45-8:00 P.M.; Network - WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR WSM WMC WSB WSMB; Program - "Irene Rich for Welch" - Irene Rich in dramatic scenes from Hollywood.

NEW - Luxor, Ltd. (Cosmetics - Luxor Face Powder), Chicago, Ill.; Agency - N. W. Ayer & Son, Chicago, Ill.; Started October 15. Sundays 5:30-6:00 P.M.; Network - WEAF WEEI WTIC WJAR WTAG WCSH WFI WLIT WFBR WRC WBEN WGY WCAE WTAM WWJ WSAI WMAQ KSD WHO-WOC WOW WDAF WSM WMC WSB WAPI WJDX WSMB; Program - "Talkie Picture Time" - dramatic sketches on movie lot during filming of talking pictures.

NEW - B. F. Goodrich Rubber Co. (Tires), Akron, Ohio; Agency - Lange Fisher & Kirk, Cleveland, Ohio; Started October 3 for 7 programs (These were the broadcasts of the World Series Games).

NEW - H. J. Heinz Co. (Heinz 57 Varieties), Pittsburgh, Pa. Agency - Maxon, Inc., New York City; Started October 9, 1933; Mon. Wed. Fril, 10:00-10:15 A.M., 12:15-12:30 P.M.; Network - first time WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WKBF WSM WMC WSB WAPI WSMB; 12:15-12:30 KWK KSO KOIL WREN KVOO WKY KPRC, Dallas-Ft. Worth, Chicago, WOAI KOA KDYL WTMJ WIBA KSTP KGO KFI KGW KOMO KHQ; Program - "Home Economics Talks" - talks by Josephine Gibson, incidental organ music.

NEW - Robert (Beauty Salon), New York City; Agency - Howland Oliphant & McIntyre, New York City; Started October 11, 1933; Wednesdays 11:00-11:15 A.M., WEAF only; Program - "Jean Colbert - Beauty Talks", the Moderne Trio and Jean Colbert.

NEW - John H. Woodbury, Inc., (Beauty Preparations), Cincinnatio, Ohio; Agency - Lennen & Mitchell, Inc., New York City; Started October 25, 1933, Wed. and Fri., 8:30-8:45 P.M.; Network - WJZ WBAL WMAL WBZ WBZA WSYR WHAM KDKA WGAR WJR WLW WLS KWCR KSO KWK WREN KOIL; Program - "Dangerous Paradise with Elsie Hitz and Nick Dawson" - Dramatic - love, romance and adventure, South Seas.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF OCTOBER 31, 1933.

No. 669

COLUMBIA NEWS SERVICE SEEKS PRESS GALLERIES ADMISSION

By way of perfecting its contacts, the newly organized news service of the Columbia Broadcasting System, through Henry A. Bellows, Washington Vice-President, has applied for admission of three representatives to the Congressional Press Galleries. These are commonly known as the Senate and House Press Galleries. The supervision of the Galleries is under Speaker Henry T. Rainey of the House of Representatives and Senator Copeland of New York, Chairman of the Rules Committee. However, actual authority for running the galleries is turned over to the newspaper men themselves and is governed by a Standing Committee of Correspondents composed of Samuel W. Bell, of the New York Herald-Tribune, Chairman, Lyle C. Wilson, United Press, Harry B. Gauss, Chicago Daily News, Bascom N. Timmons, Houston Chronicle, and W. Turner Catledge, New York Times.

Because of the rules governing the Galleries restricting the membership to daily newspapers, it is expected that Columbia's request will be turned down. In that case, Mr. Bellows will probably appeal to Speaker Rainey and Senator Copeland. The application will prove a test of a broadcasting company's news gathering rights at the Capitol and one which will be watched with interest by broadcasters and newspaper publishers alike.

The rules governing admission to the Press Galleries read, in part, as follows:

"Persons desiring admission to the press galleries of Congress shall make application to the Speaker and to the Committee on Rules of the Senate, and shall state the names of all newspapers or publications or news associations by which they are employed, and what other occupation or employment they may have, if any; . . . . .

"The applications required by the above rule shall be authenticated in a manner that shall be satisfactory to the Standing Committee of Correspondents who shall see that the occupation of the galleries is confined to bona fide correspondents of reputable standing in their business, who represent daily newspapers or newspaper associations requiring telegraphic service; and it shall be the duty of the Standing Committee at their discretion, to report violation of the privileges of the galleries to the speaker, or to the Senate Committee on Rules, and pending action thereon the offending correspondent may be suspended.

"Persons engaged in other occupations whose chief attention is not given to newspaper correspondence or to newspaper associations requiring telegraphic service shall not be entitled

to admission to the press galleries; and the Press List in the Congressional Directory shall be a list only of persons whose chief attention is given to telegraphic correspondence for daily newspapers or newspaper associations requiring telegraphic service.

The three men designated by Columbia for Press Galleries membership are Ted Church, Washington representative of the News Service, Cecil Owen and Frank Connor, Jr. Up to now, those correspondents accredited the Press Galleries have been automatically admitted to the President's conferences at the White House. The question of the eligibility of correspondents has been delegated by the Secretary to the President to the White House Correspondents' Association.

If Mr. Bellows should subsequently apply for admission of his men to the Presidential conferences, as he undoubtedly will, and the White House Correspondents' Association act unfavorably in the matter, the question will very likely be passed along to Stephen T. Early, Presidential secretary in charge of Press Relations.

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MORE PRESIDENTIAL HONORS FOR McCOSKER

Another presidency has come the way of A. J. "Hollywood" McCosker. Following his re-election as President of the National Association of Broadcasters, Mr. McCosker has just succeeded Edgar S. Bamberger, President of the Bamberger Broadcasting System which operates WOR. McCosker had previously been Director and General Manager of the famous station.

Mr. McCosker has been primarily responsible for the success of WOR and, as is perhaps not generally known, a part owner of it. If memory is correct, "Hollywood" owns a fifth interest in the station whose value is now reckoned in the millions.

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LITERARY DIGEST TO MAKE RADIO POLL

The "Literary Digest" with its next issue will start a national poll to find out the listeners' radio program likes and dislikes. Those post-carded will also be asked to tell why they enjoy or otherwise the programs noted on the lists turned in.

The Magazine will use the same system of polling it used on the last national elections.

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WILL CONTINUE TO CHARGE 100 WATT STATIONS TO QUOTA

By a vote of 4 to 1, the Federal Radio Commission rejected the proposal made by Commissioner Harold Lafount on September 22, 1933, providing that under certain restrictions stations classified as "local stations" and emitting 100 watts power or less, be not chargeable to quota".

It was Mr. Lafount's proposal that where a 100 watt station was not within 100 miles from a clear channel station, 75 miles from a regional or 51 miles from a local station, that it be permitted to operate without being charged to the local station quota.

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MAY FORCE COMMISSION TO ACT ON LIQUOR ADVERTISING

As a result of the Post Office order banning all publications from the mail carrying liquor advertising (i.e., whiskey, rum, and other hard liquors), the Federal Radio Commission will doubtless be faced with the question as to whether or not it will allow such advertising to be broadcast.

It is believed the Commission will not take up the liquor question on its own initiative inasmuch as it contends that under the Radio Act it has no power of censorship. However, if any complaints are filed, as they doubtless will be, the Commission will be bound to decide whether liquor advertising is in the public interest. One official of the Commission remarked, informally, that he felt certain if liquor advertisements were barred from the newspapers, as a result of the Post Office Department edict, they surely would be banned over the radio.

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LAFOUNT WITHDRAWS STOCK TRANSFER RESTRICTION

Commissioner Harld Lafount has withdrawn his resolution requiring the Federal Radio Commission to amend its Rules and Regulations so as to require licensee corporations to report to the Commission the transfer of 10% or more of its stock to any purchaser during any license period, together with the name of each such stockholder and the citizenship and residence of each said purchaser.

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WOULD REVISE QUOTA SYSTEM

A resolution presented by Commissioner Thad Brown and adopted by the Radio Commission may result in a slight shake-up in the present method of allocation. A study will be made with a view to revising the quota system now in use. For the purpose of effecting an equality, the Commission in 1930 adopted 400 units as representing the entire country or 80 units to a zone, each unit representing a 1000 watt full-time station.

Based on this the First Zone is now credited with 75 watts; the second, 73; the third, 96; the fourth, 101, and the fifth, 96, totalling 441 units. Commissioner Brown believes a more equitable unit can be found through which the radio facilities of the country may be more adequately distributed.

The Commission adopted the following resolution which Commissioner Brown presented:

"WHEREAS, Section 9 of the Radio Act of 1927 as amended by Section 5 of the Act of March 20, 1928, has been construed by the Supreme Court of the United States as dealing primarily with the 'interests of the people -- that they might have a reasonable equality of opportunity in radio transmission and reception', and that this involves 'an equitable distribution not only as between zones, but as between States as well', and

"WHEREAS, for the purpose of effecting such equality, both the Commission and the Courts have construed said law as authorizing and permitting the Commission in the exercise of its 'administrative judgment' to adopt some unit of measurement of the service value of stations of various types and classes, and

"WHEREAS, the 'quota units' now in effect have been employed by the Commission as such unit of measurement since their promulgation, June 17, 1930, and

"Whereas, there have been certain economic, scientific and legal developments since that date which may, after due investigation, be found to have affected said quota system as a valid measure of service,

"NOW, THEREFORE, BE IT RESOLVED, that the Commission proceed at once to a study of its Rules 6, 109 to 111, inclusive, and 116 to 124, inclusive, with a view to an early determination of what, if any, changes should be made in said regulations and the system of quota units established thereby."

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COMMISSION GETS ULTRA HIGH FREQUENCY DEMONSTRATION

Engineers of the RCA-Victor Company are reported to have made a secret demonstration to the Radio Commission on the ultra high frequencies. Engineers of the RCA-Victor Co., of Camden, N. J., set up newly developed portable experimental equipment in Washington and broadcast the programs of station WRC over the ultra-high frequency of 34,600 kilocycles.

Commission officials who witnessed the demonstration were surprised at the clearness of the signals, using only 15 watts power. The transmitter, weighing less than 100 poinds, was installed at the WRC transmitter station. One receiver, weighing less than 50 poinds, was placed at the Radio Commission headquarters, about 2½ miles away. A second receiver was installed in an automobile and the programs were picked up with excellent results while the car was in motion. The signal was audible 9 miles away.

An unlimited number of channels are available in these ultra-high frequencies.

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Jack Lee by Miller of Columbia Broadcasting System

BALTIMORE RESTAURANTEURS REAR UP ON MUSIC SITUATION

There will be a mass meeting in Baltimore Monday night under the auspices of the newly organized Music Users' Protective Association to devise ways and means for further combatting fees exacted by the American Society of Composers.

The Restaurant Association of Maryland will cooperate in the movement. It was said that a New York organization comprising 2000 restaurant owners will also back the Music Users' Association. Representative A. J. Kennedy and other Baltimore Congressmen have stated that they will attend. Representative Kennedy recently declared that he would endeavor to have the Merchant Marine and Radio Committee in the House investigate the American Society of Composers.

The trouble in Baltimore is said to have started when E. H. Chesterton, District representative of the Composers, started a drive for license fees on a number of places serving beer which had radio sets in their establishments. It was said that E. C. Mills, of the Composers, and Nathan Burkon, counsel for the organization, gave Representative Sirovich, of New York, Chairman of the Patents Committee, their promise that they wouldn't try to exact radio fees from small restaurant owners, barbecue stands and others operating radio sets.

A report comes from New York that the Dancing Masters' Association has also consulted counsel as to the advisability of urging a fight on Composers' fees.

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COMMISSION MAY CONSIDER WMCA CASE THURSDAY

It was announced that the Federal Radio Commission would hold a special meeting Thursday (November 2nd) which would probably devote itself to consideration of the WMCA case. This will have to do with approval of the Commission to the proposed transfer of the time of the station by Donald Flamm to the Ryan-Whitney-Adams group.

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COMMUNICATIONS COMMITTEE MEETS AGAIN FRIDAY

There will be another meeting Friday of the Cabinet Committee which is studying the communications question, Friday. The object of the Committee is to recommend legislation which may result in a Communications Bill. Secretary of Commerce Roper is Chairman of the Committee and former Federal Radio Commission Chairman Charles McK. Saltzman is Vice-Chairman. Senator Wallace White, of Maine, has been added to the Committee as an advisory member.

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NBC RECENT NEW AND RENEWAL CONTRACTS

NEW - Robert (Beauty Salon(, New York City; Agency - Howland Oliphant & McIntyre, New York City; Started October 11, 1933, Wednesdays, 11:00-11:15 A.M., WEAF only; Program - "Jean Colbert - Beauty Talks" - The Moderne Trio & Jean Colbert.

NEW - John H. Woodbury, Inc. (Beauty preparations), Cincinnati, Ohio; Agency - Lennen & Mitchell, Inc., New York City; Started October 25, 1933, Wed. & Fri. 8:30-8:45 P.M.; Network - WJZ WBAL WMAL WBZ WBZA WSYR WHAM KDKA WGAR WJR WLW WLS KWCR KSO KWK WREN KOIL; Program - "Dangerous Paradise with Elsie Hitz and Nick Dawson", dramatic - Love, Romance and Adventure, South Seas;

RENEWAL - R. L. Watkins Co. (Dr. Lyons Toothpowder) New York City; Agency - Blackett-Sample-Hummert, Inc., New York City; Started October 22, 1933, Sunday 9:00-9:30 P.M.; Network - WEAF WTIC WJAR WFI WFBR WRC WGY WTAM WWJ WSAI WMAQ KSD WOC WHO WOW WDAF WTMJ KSTP WEBC KGO KFI KGW KOMO KHQ KOA KDYL; Program - "Manhattan-Merry-Go-Round", popular musical program under the direction of Gene Rodemich with Tamara as soloist.

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BUSINESS LETTER NOTES

Over the past week-end Columbia moved its Washington offices from theShoreham to the Earle Theatre Building on 13th Street just north of Pennsylvania Avenue. This is a block east of the Willard Hotel and not far from the Commerce Department and the Post Office building now under construction, which after March 1st will probably house the Federal Radio Commission.

Henry A. Bellows, resident Vice-President of Columbia in Washington, Harry C. Butcher, Manager of Station WJSV, and Ted Church, Washington representative of the Columbia News Service were all at their desks in the new quarters Monday and the first broadcasts from there began Monday night. The Columbia suite is located on the 8th floor and occupies between 5,000 to 6,000 feet of space.

Frank A. Arnold, for six years Director of Development of the National Broadcasting Company and for the last twelve months Vice-President of Albert Frank-Guenther Law, Inc., opened an office November 1st at 60 Wall Tower, New York as consultant in broadcast advertising. His services will be available to non-competitive agency accounts. Mr. Arnold will continue to serve the clients of Albert Frank-Guenther Law, Inc. who have retained his services exclusively as radio consultant in the financial field

Mr. Arnold is one of the pioneers of broadcast advertising. His contacts are nation-wide, and in connection with his field work for the National Broadcasting Company, covering 200,000 miles of travel, he has been brought in touch with the leading advertisers and business executives throughout the country. He was the first college lecturer to deliver a regular two-credit course on broadcast advertising.

The new quarters of the NBC in Radio City have been equipped with "dial" radio receivers, so that programs, rehearsals, auditions and outside stations may be tuned in accurately and with full quality in all offices.

The dials are similar to those used on telephones and have forty-two different combinations, covering all studios, networks, local stations and even short-wave.

Station WJJD, Chicago, reports an increase of business each month for the past three months representing a 50% increase in net revenue over any corresponding figure in the past two years.

The sponsor for the news broadcasts of the Byrd Antarctic Expedition from the SS "Jacob Ruppert" from the South Pole will be the General Foods Corporation of New York advertising "Grape Nuts". The broadcasts will be heard each Saturday night at 10:30 o'clock EST over a Columbia network of 59 stations beginning November 18. The advertising agency handling the account is Young & Rubicam, New York.

The 14th anniversary of the beginning of broadcasting will be celebrated in a broadcast from the pioneer station, KDKA in Pittsburgh, Thursday, Nov. 2. The program, in which 100 artists and speakers will take part, will begin at 11:30 p.m., EST.

M. H. Aylesworth, President of the NBC, will speak from New York. The first radio program was put on the air over KDKA facilities Nov. 2, 1920, with the early returns in the Harding-Cox presidential election.

"Radio sales have shown a tremendous increase in the past three months, with each succeeding month surpassing the preceding one", according to John F. Ditzell, Assistant Vice-President of Grigsby-Grunow Co. "August of this year showed a 500% increase over the same period of 1932. September set a new record with a 132% gain over the preceding month and a 274% gain over a like period in 1932. October this year will show a 50% increase over the past month and a gain of 150% over the corresponding period in 1932." Unfilled orders total 50,000 units.

The Capitol Radio Research Laboratories of Washington, D. C. (711 Barr Building), has, in the past few months, developed a system of radio receiver reference which is becoming quite popular with radio service men. The reference material comprises two cabinets of cards which are indexed as to model and number - showing the various symptoms and cures on over sixty popular makes of receivers.

A few of the makes represented are Philco, Atwater-Kent, Majestic, General Motors, Crosley, DeWald, Bosch, Brunswick, Apex, R.C.A., Zenith, Temple, etc.

This organization also offers consultation service pertaining to these and many other receivers as an added feature of their service. In addition, a complete data sheet service on various current radio topics is also offered.

Mr. Ditzell, President of the Columbia Phonograph Co. said that Columbia record sales are the largest since 1931, and that unfilled orders on hand have not been equaled since 1930.

"Last March we definitely decided to promote extensive changes in policy in the manufacture and distribution of records", Mr. Ditzell added, "and to enlarge the scope of our operations. We signed such artists as Ben Bernie, Ted Lewis, George Olsen, Burns and Allen, Phil Harris and others. In the classics we presented the Masterworks. The tremendous increase in sales is a reflection of the new policy."

Strong protest against the resolution adopted by the National Association of Broadcasters, urging elimination of the announcement of electrical transcriptions on the radio as such, has been made to the Federal Radio Commission by the American Federation of Musicians.

Charging that the program producers and the broadcasters are openly combining to "put one over on the public", the Federation asks the Commission to retain its present regulation intact. Unemployment in musicians' ranks would be increased if the Commission accepts the broadcasters' recommendation, it is claimed.

Four hundred musicians will form the orchestra when the American Federation of Labor offers a special program in connection with the dedication of Radio City. Joseph Weber, President of the American Federation of Labor will speak.

Major Edward Bowes, Vice-President of Metro-Goldwyn-Mayer owners of WHN, WPAP, and WQAO, said that the studio facilities of the Amalgamated Broadcasting System (from which Ed Wynn recently resigned) had been offered to M.-G.-M., who contemplate constructing Broadway studios, but had been declined.

Industry is revolting against paying salaries of government representatives on Code Authorities, the New York Times states

Nine trade associations have protested to General Thomas S. Hammond, Chief of the TradeAssociation Division of the NRA, that such a practice "would subject the government to severe criticism and force the government representative into an unfair position with respect to the public whom he should represent, and the industry which pays him."

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Applications Granted
(Oct. 31, 1933)

WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., extension of special authority to operate 500 w. unlimited time to May 1, 1934; WORK, York Broadcasting Co., York, Pa., authority to operate from 5:30 P.M., Nov. 7 to 2 A.M. Nov. 8 for purpose of broadcasting municipal and other election returns; WKRC, WKRC, Inc. Cincinnati, Ohio, 60 day extension within which to complete construction and submit field intensity measurements and data.; KFAC, Los Angeles Broadcasting Co., Los Angeles, Cal., extension of special experimental authority to operate unlimited time pending decision on application for unlimited time; WMAS, WMAS, Inc., Springfield, Mass., modification of C.P. to change type of equipment, extend commencement date to within 30 days from this date and completion date to March 1, 1934; WCNW, Arthur Faske, Brooklyn, N. Y., modification of C.P. to extend completion date to Dec. 1, 1933; KWEA, Hello World Broadcasting Corp., Shreveport, La., license covering installation of new equipment, 1210 kc., 100 watts, unlimited time; also granted consent to voluntary assignment of license to International Broadcasting Corp.

Also, WORC, Alfred F. Kleindienst, Worcester, Mass., modification of special experimental authorization to change type of equipment; WPTF, WPTF Radio Co., Raleigh, N. C., authority to operate simultaneously with KPO Wed. Nov. 8, from 8 to 12 P.M. EST and from 7:45 to 8 P.M. during month of December; WFAS, Westchester Broadcasting Corp., White Plains, N. Y., authority to operate simultaneously with WJBI from 8:30 to 10 P.M., Nov. 3 in order to broadcast political rally; KGKB, East Texas Broadcasting Co., Tyler, Tex., special temporary authority to operate from 3 to 5 P.M. CST, Nov. 3, 11, 17, 24 and 30, 1933; WNAD, University of Okla., Norman, Okla., special temporary authority to operate from 9:45 to 11:45 A.M. and from 7:30 to 9:45 P.M., Nov. 11, CST; WJBK, Jas. F. Hopkins, Inc.,Detroit, Mich., special temporary authority to operate from 8 to 9 P.M. EST, Nov. 1, provided WIBM remains silent; KFDY, S. Dak. State College, Brookings, S. Dak., special temporary authority to operate from 11 A.M. to 12:30 P.M. CST, Nov. 11, provided KFYR remains silent; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special temporary authority to operate from 12:30 to 2 P.M. CST, Nov. 11 provided KFDY remains silent.

Also, KGGF, Hugh J. Powell & Stanley Platz, d/b as Powell & Platz, Coffeyville, Kasn., special temporary authority to operate at specified times from Nov. 28 through March 23, 1934, provided WNAD remains silent; WNAD, University of Okla., Norman, Okla., special temporary authority to operate at specified times Nov. 6 through March 14, 1934, provided KGGF remains silent.

Also, Aeronautical Radio, Inc.; at Helena, Mont., and Spokane, Wash., C.P. for new stations, frequencies 3005, 2854, 5377.5 kc., 400 watts; also at Missoula, Mont., same except 50 watts power; WPEK, City of New Orleans, La., Police Dept., C.P. to install additional transmitter and increase power from 100 watts

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF NOVEMBER 3, 1933.

No. 670

FEDERAL SURVEY SHOWS INCREASE IN COLLEGE RADIO COURSES

A comprehensive survey just completed by the Government discloses that a total of 407 courses in radio are being offered by colleges and universities in the United States. Three hundred sixty-four are radio engineering and technical courses. Thirty are courses in broadcasting; seven in radio law; three in television; two in the educational uses of radio; and one in radio advertising.

Among the institutions which offer engineering courses are:

University of Illinois, University of Chicago, Purdue University, Harvard University, Massachusetts Institute of Technology, Worcester Polytechnic Institute, Kansas City Horner Conservatory, Washington University, Stevens Institute of Technology, Cornell University, Columbia University, New York University The College of the City of New York, Rensselaer Polytechnic Institute, University of Akron, Ohio University, The University of Cincinnati, Case School of Applied Science, Cleveland Y-Tech, Western Reserve University, Ohio State University and Lehigh University.

Included among the schools which have broadcasting courses are:

University of Southern California, Chicago Musical College, State University of Iowa, Kansas State College of Agriculture and Applied Science, Kansas City Horner Conservatory, Municipal University of Omaha, New York University, Cyracuse University, Cincinnati College of Music, University of Akron, Western Reserve University, and Westminster College.

Those colleges which have television courses are:

University of Southern California, State University of Iowa and Massachusetts State Department of Education.

A considerable number of radio engineering courses take up television but only the three universities mentioned above report that they give television courses. The courses treat such subjects as the theory of television and several accepted methods; photo-electric cells, amplifiers, neon tubes, scanning, and synchronization methods. Laboratory exercises in sending and receiving picture impulses, and special research problems in television are usually included in the courses.

Summer school courses are offered in the educational uses of radio at Columbia University and Ohio State University.

Schools of the air; the selection, utilization, and evaluation of radio programs in classroom instruction; supplementary materials; the responsibility of supervision; and the use of public address equipment in school are among the topics treated.

The universities which offer courses in radio law are: National University Law School, Catholic University of America, and the Columbus University School of Law, located in Washington, D. C. Northwestern University is the only institution of higher learning in the United States that gives two courses in radio law. Marquette University and the University of Southern California are the other institutions offering radio law courses. Units in radio law are taken up sometimes in other law courses.

Approximately one college out of every twenty reports that it gives some instruction in the preparation, presentation, use, or evaluation of radio programs in other college courses or to voluntary groups of students. Courses in music, public speaking, dramatics, English, journalism, research, and advertising are most commonly mentioned as including units dealing with radio broadcasting.

Oglethorpe University has established a School of Radio Broadcasting and grants a degree to students who complete the course The University of Denver gives six evening courses in radio writing and production. Western Reserve University offers three courses in radio writing and production. Western Reserve University offers three courses in radio singing, speaking and play production. Kansas State College of Agriculture and Applied Science, the University of Southern California at Los Angeles, and the Municipal University of Omaha, each has two courses in radio speaking and program building.

The topics considered in the courses on broadcasting include: voice training, diction, microphone technique, radio continuity writing; writing and adapting radio scripts; announcing, speaking, singing, acting, directing, program building, and analyses of listener reactions. The laboratory work includes practice in radio writing, voice tests, program building, coaching and broadcasting by qualified students. House to house interviews to determine what the listener expects is reported in one course. The following description of the course in Radio Speaking at the University of Akron will serve to illustrate the nature of the work usually done in radio broadcasting courses:

"This course is taught four times during the year. It is a general course in the field of radio. Included in it is a study of (and then microphone practice of) announcing, advertising, public speaking, acting, program building, continuity writing; voice training and interpretation, education, and the writing, or cutting and adapting of radio drama. The class broadcasts a 30-minute play each week over WADC, local station."

It is pointed out that many of the best basic courses for a radio engineering career are not labeled as radio courses. Courses in physics, mathematics, mechanical drawing, as well as those dealing with electricity and communication, are important basic courses.

The following catalog description of an evening course in the "Principles of Radio Communication" as offered by Carnegie Institute of Technology at Pittsburgh, Pa., is typical of the content of the better general radio engineering courses:

"Elements of radio circuits, effects of resistance, inductance and capacity, resonance; elementary electricity covering magnetism, resistance, inductance and capacity; methods of transmitting energy; properties of wave motion; theory of production and reception of electro-magnetic waves; antennae, wave length and measurements; transmission and reception of demped and undamped waves; vacuum tubes, operating characteristics, uses as detectors, amplifiers andoscillators; radio telephony, method of transmission and reception. Prerequisites: ability to use elementary algebra, and some knowledge of electricity and experience with it."

The College of the City of New York is the only institution reporting a course in radio advertising. The fourth dimension of advertising, obtaining the audience, commercial credits, fitting the advertising program to the product, resale of broadcast advertising through other media, and the value of broadcast advertising are some of the topics considered.

The survey is a result of an inquiry sent by Dr. Cline M Koon, Specialist in Education by Radio to 1404 universities and colleges in the United States to ascertain what college courses are being offered on the subject of radio. Replies were received from 1008 (71.8%) of the institutions, and further data were secured by an examination of the catalogs of practically all the universities and colleges included in the original inquiry.

A detailed report of the survey is contained in Circular No. 53, "University and College Courses in Radio" which may be had upon application to the Office of Education, Washington, D. C.

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BROADCASTERS' CODE JUST AROUND THE CORNER

There is still an impression that the Broadcasters' Code may be finally agreed upon within the next week. The main provisions stand practically as they were presented to the National Association of Broadcasters by John W. Guider, Washington attorney. The only point of contention now is with regard to the number of hours which the operators shall work.

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COMMISSION TURNS TO FORMER GOVERNOR SMITH IN WMCA CASE

Although refusing to divulge the contents, it is known that the Federal Radio Commission has addressed a letter to former Governor Alfred E. Smith, Chairman of the Board of the Federal Broadcasting Company in New York, questioning the legality of their leasing the full-time of Station WMCA, owned by the Knickerbocker Broadcasting Company, of which Donald Flamm is President. The letter is understood to say, in effect, that as the Commission construes the law, the licensee of a station must be in full control of the time of the station, must control its programs, and must control the hiring and discharging of all station employees and that none of these functions must be limited by contract.

The Commission is said to have told Governor Smith that after reading the WMCA contract, they were not clear as to these points and asked him to give them this information. If the law, as the Radio Commission construes it, is not being carried out, the letter is said to conclude, the Commission will not be able to approve the Federal Broadcasting-WMCA contract.

According to reports reaching Washington, although Mr. Flamm and the Knickerbocker Company nominally control the employees, a number of Flamm's people are said to have been discharged by the Federal Broadcasting Company, Governor Smith's organization. It is apparently made plain by the Commission that it will not approve Mr. Flamm's leasing of the station's time to the Federal Company under the present arrangement. It seems to be their attitude that either Mr. Flamm, the licensee of Station WMCA, will have to run the station himself or turn the license over to Governor Smith's organization.

Much depends upon the final decision of the Radio Commission inasmuch as the agreement between Mr. Flamm and the Federal Broadcasting Company, which involves an annual lease of $200,000, is contingent upon the approval of the Commission.

It was said at the Commission that as soon as a reply had been received from former Governor Smith, the contents of both letters would probably be made public or that in any event a statement would be forthcoming explaining the situation.

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PRESIDENT ROOSEVELT INVITED TO RADIO CITY OPENING

Invitations to the Radio City opening have been sent to President Roosevelt and to the members of his Cabinet. Likewise to Judge E. O. Sykes, Chairman of the Federal Radio Commission, to the members of the Commission and to other notables in Washington.

It is not believed that President Roosevelt will be able to accept but it is hoped that he may extend a few words of greeting over the air.

An effort was made to have Marconi stay over for the opening but along with his wife, the inventor of wireless, is now enroute to Japan.

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LIQUOR PROGRAMS MAY GO ON RADIO

Liquor advertising may be heard over the radio before it is permitted to be published in newspapers and magazines.

Whereas the so-called Reed amendment, barring use of the mails for liquor advertising in dry States, is expected to block such advertising in publications even after the thirty-sixth State repeals the Eighteenth Amendment, it is now learned in official sources that radio broadcasting evidently is not affected. In other words, liquor distributors may advertise over the air, provided the laws of the State in which the stations are located permit, in spite of the Reed amendment.

Attorney General Cummings has ruled that the Reed amendment will not be affected by repeal of the Eighteenth Amendment. Since magazines and newspapers circulate in dry States by use of the mails, this ruling places the issue squarely up to the Post Office Department. The opinion is held to mean that periodicals will not be able to publish liquor advertisements until Congress revises the Reed amendment.

In the case of radio, however, it was pointed out in official circles that the Reed amendment was enacted in 1917, or three years before the advent of regularly scheduled broadcasting and about five years before commercial broadcasting. The law specifies only use of the mails. The Attorney General's ruling did not touch upon the radio advertising because this particular question was not raised.

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CHEERIO PROVIDES NOVEL TUESDAY EVENING CURTAIN RAISER

"Cheerio's" new Tuesday evening presentation, "Musical Mosaics" (NBC-WEAF network - 6:45 P.M. EST) is one of the season's first distinct novelties. The feature is high-class throughout and is the finest thing "Cheerio" has ever done. Jan Peirce, tenor, assisted by chorus and orchestra, conducted by Harrison Isles, the opening night collaborated admirably in Felician David's tone picture, "The Desert". "Cheerio's" narration was superb.

With this new presentation, it is believed "Cheerio" will not only continue to hold his tremendous morning audience, which has grown until the program is now heard over more than 40 stations, including two in Canada, Montreal and Toronto, but will unquestionably add an evening group equally as large. While "Musical Mosaics" embodies the ultimate in "Cheerio's" skill at entertaining, it is distinctly different than the morning program, considerablly more sophisticated, and one bound to appeal to those seeking exceptional dramatic entertainment with popular classical music as a background. It is a subdued restful type of program, which seems almost made to order for the dinner hour.

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WOULD HAVE COMMISSION REAFFIRM MISSOURI DECISION

It has been recommended by Examiner George H. Hill, of the Federal Radio Commission that the application for consent to the voluntary assignment of the license of Station KGIZ from the Grant City Park Corporation in Grant City, Mo., to Station KGBX, at Springfield, Mo. be granted. Also that the Commission affirm its grant to the voluntary assignment of KGIZ from the Grant City Park Corporation to KGBX.

The Commission had previously granted these applications and approved a change of frequency from 1500 kc to 560 kc.; a change of power from 100 watts to 500 watts, a change of hour from unlimited time to daytime only and removal of the station from Grant City to Springfield.

Thereafter a protest was filed to the granting of the assignment of the license, two of the litigants claiming a prior right to purchase of KGIZ under certain contracts. Upon the filing of the protest, Commission action was suspended and the case set for a hearing.

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TWO-WAY TELEVISION PATENT ISSUED TO IVES

A patent for a "simultaneous two-way television system for use in conjunction with existing telephones" has been issued to Dr. Herbert E. Ives, physicist of the Bell Telephone Laboratories in New York.

This television equipment, according to the description in the application, "is adapted for use with an ordinary telephone instrument which can be used by the observer without interference with the television equipment. The user at each station is enabled to see and talk with the other at any other station in the system.

"Images not only of the user but of various other objects, such as signatures, checks, letters, legal papers, pages of books, pictures, and also three-dimensional objects both stationary and moving may be transmitted and received.

"This system, in association with a telephone system, can be used for the reproduction of talking moving pictures transmitted simultaneously from a distance to one or a plurality of stations."

The device is described further as "a practical television system having three or more interconnectable stations provided with duplicate television apparatus, which will enable a party at any station to see a party at any other station while he himself is being seen."

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ROSENBLATT REJECTS MUSIC PUBLISHERS' CODE

The hearing on the Code of Fair Competition of the Music Publishing Industry, before Deputy Administrator S. A. Rosenblatt came to an abrupt and unexpected close last Thursday afternoon, when with the unanimous concurrence of his advisers, Mr. Rosenblatt ruled that the Code was unsatisfactory.

This announcement was made after Judge George Link, counsel for the Music Publishers' Association of the United States, objected to the elimination of provisions as urged by the last speaker at the forenoon session, Ralph A. Ostburg, Jr., of Philadelphia, Vice-President of the Theodore Presser Co. Mr. Ostburg proposed, among other things, to eliminate minimum list prices and maximum discounts from the Code.

As soon as the afternoon session convened, Judge Link, addressing the Deputy Administrator declared that if the discount provisions and other provisions objected to by Mr. Ostburg should be eliminated, the Code thus amended would consist of "mere

platitudes." Rather than submit to such proposals he said the Music Publishers' Association of the United States, which he represented would prefer to withdraw its Code and proceed in its business under the Federal Trade Commission.

He remarked that with one or two exceptions the principal standard publishers of the country "have been holding the umbrella over the industry" and making profitable such businesses as that conducted by Mr. Ostburg's company. He declared that the discount provision to which Ostburg had made objection, was the very cornerstone of the industry. He said that with that provision eliminated, there was nothing left to the Code.

In announcing his ruling, Deputy Rosenblatt said he had consulted his advisers and they and he were agreed that under no circumstances would the code as presented be acceptable in view of its incorporation of the schedule of maximum discounts and minimum list prices and in view further of the fact that the system of distribution proposed might be oppressive to certain dealers. Instead, therefore, of permitting the hearing to proceed further, he ruled that the code was unsatisfactory and referred its provisions to other authorities for hearing.

He referred the retail provisions to Division Administrator A. D. Whiteside for incorporation as a supplement or proposed supplement to the retail trade code. The wholesale features, he said, will be heard further when the general wholesale code is considered. Further, he said, the publishers may submit another separate code in proper form or they can apply to come in under the Publishing code under Deputy Administrator Lindsay Rogers.

More than a score of witnesses were waiting to be heard when Deputy Rosenblatt ruled that the code was unsatisfactory and adjourned the hearing for the day.

Among those present were Oswald F. Schuette, who, in behalf of the National Association of Broadcasters, had asked permission to intervene as "consumers" of published copyrighted music. Mr. Schuette had intended to propose as an amendment to the "Unfair Competition" clause of the Music Publishers' Code, a provision which would have made it unfair competition for music publishers to grant licenses for the public performance of their copyrighted works "under terms, conditions, or agreements, the effect of which is to deny to other copyright owners the equal opportunity to obtain the public performance of their works through the facilities of such talking machine company, radio broadcasting or television station, electrical transcription company, motion picture company, or any place of public entertainment.

The proposal of the broadcasters would also have barred from the code authority in the Music Publishers' Code any publisher who belonged to any organization engaged in such unfair competition.

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BUSINESS LETTER NOTES

Gen. James G. Harbord, Chairman of the RCA, David Sarnoff, President, and M. H. Aylesworth, President of the NBC, will be the speakers at the dedication of Radio City, Saturday evening, November 11. Twelve hundred invited guests will be present in the studios.

NBC's new mobile transmitter, mounted in an automobile, will be heard for the first time during the Radio City decication. The car, twenty-two feet long, built by General Motors, is capable of a speed of sixty-five miles an hour and is streamlined and aluminum painted.

Its short-wave transmitter built under the direction of George Milne, division engineer, will have a power of 150 watts, and a range of 100 miles. This will make it possible to originate special broadcasts at practically any point in the United States, since there are few places not within 100 miles of a wire line.

The car has a trap-door over the announcer's seat, next to the driver, so that when desirable the announcer may stand, with his head outside, above the top level of the car, to witness and describe what is going on.

Mark J. Woods, Treasurer of the NBC, will hereafter likewise serve as Assistant to Vice-President Richard C. Patterson, Jr., according to reports reaching Washington. Mr. Woods was formerly assistant to the late Charles B. Popenol, NBC,Treasurer. Although only about 36 years' old, Mr. Woods is a veteran in the business, having been a member of the old WEAF crowd in the days when the A.T. & T. owned the station.

R. J. Teichner has been made Assistant NBC Treasurer and Quinton Adams, Office Manager.

Press Wireless, Inc., has asked the Radio Commission to increase its network of point-to-point radio telegraph service. The changes requested include these additions, Winnipeg and Washington with Station MAFJ at Chicago; Winnipeg, Washington and Mexico City with WAFE at Hicksville, N. Y.; Vancouver with KHR at Honolulu, Mukden with KMB at San Francisco; Los Angeles and Washington with WKAD at San Francisco; Los Angeles and Washington with WKAD at San Francisco, and Vancouver with KJAA at San Francisco.

John T. Adams, now manager of WMCA, has finally been successful in his action against the Dutch Master Cigar Company. A verdict that Mr. Adams obtained against the company was affirmed by the Appellate Division of the New York Supreme Court. Adams, when head of his own broadcasting service, which supplied programs to clients, alleged that the tobacco people cancelled a contract which had sometime to run.

Adams contended that the cancellation resulted in his having a number of artists' contracts on his hands. The Court allowed him approximately $5,000 judgment. The Appellate Division's ruling refrained from an opinion but assessed the costs of the appeal against the Consolidated Cigar Company.

Apropos Variety, the theatrical magazine, venturing an opinion that "Amos 'n' Andy" would have an $18,000 week when they appeared at the Stanley Theatre in Philadelphia, the comedians took a page advertisement in the magazine. It carried a facsimile of the $18,000 prophecy and the following letter:

"Dear 'Variety': What kind of figures is dese? ($18,000) Dis is costin' us $400.00 for dis page - cuase you is wrong. De truth is - We grossed (not including Gov't Tax) $28,851.00 at de Stanley, Philadelphia which 'cording to de manager is de house record fo' de past 101 weeks.

"Please guess closer dan you is been - dis is our last $400.00 correction."

A Washington newspaper has identified Ann Ronell, composer of "Big Bad Wolf", "Rain on the Roof" and other hits as Miss Ann Rosenblatt, a sister of Sol A. Rosenblatt, NRA Deputy Administrator. Miss Ronell is said to be only 24 years' old.

The complete statement of facts, grounds for decision and order of the Radio Commission in the KYW case, 31 pages single space, has now been mimeographed and copies may be had upon application to the Federal Radio Commission. Commissioner Hanley did not participate in the decision.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Nov. 3, 1933)

KOA, National Broadcasting Co., Inc., Denver, Colo., modification of C.P. extending completion date to May 17, 1934; WMCA, Knickerbocker Broadcasting Co., Inc., New York, modification of license to use former main transmitter of Station WPCH as auxiliary, at same location as main transmitter i.e. College Point Causeway, Flushing, N. Y.; WBRC, Frank M. King, as receiver of The Birmingham Broadcasting Co., Inc., Birmingham, Ala., consent to involuntary assignment of license from Birmingham Broadcasting Co., Inc., to Frank M. King, as receiver; WPFB, Otis Perry Eure, Hattiesburg, Miss., consent to involuntary assignment of license from Hattiesburg Broadcasting Co. to Otis Perry Eure; WBAA, Purdue University, W. Lafayette, Ind., authority to operate with 1 KW from 1:45 to 4:30 P.M. and 500 watts from 4:30 to 5 P.M. CST, Nov. 4 and 18; KSTP, National Battery Broadcasting Co., St. Paul, Minn., permission to carry on synchronization experiments with Station WJSV, Alexandria, Va.; WGNY, Peter Goelet, Chester Township, N.Y., authority to operate simultaneously with WFAS from 9 to 11 P.M., Nov. 7; WBBX, Samuel D. Reeks, New Orleans, La., extension of special authority to remain silent from Nov. 4 to Nov. 15.

Also, WCOC, Mississippi Broadcasting Co., Inc., Meridian, Miss., authority to reduce unlimited hours of operation to specified in order to repair antenna system, remodel studio equipment and overhaul transmitter; WINS, American Radio News Corp., New York, authority to operate from 7 to 10 P.M. Nov. 7, simultaneously with KOB, in order to broadcast election returns; WHDF, Upper Michigan Broadcasting Co., Calumet, Mich., special temp. authority to operate from 1:30 to 2:30 P.M. CST Nov. 11, 1933.

Also, WFK, Wabash Radio Corp., Frankfort, Mich., modification of C.P. extending commencement date to Nov. 13 and completion date to Dec. 10, 1933; W5XB, City of Ft. Worth, Tex., Police Dept., general experimental license, 34600 kc., 10 watts; W6XAU, Wm. Edward Ellis, Portable & Mobile, modification of license to add frequency 27100 kc., also granted renewal of license in accordance with existing license; W3XAE and W3XAR, Carleton D. Haigis, Portable, initial location Gloucester City, N. J., renewal of general experimental licenses in accordance with existing licenses; W9XAY, Iowa Broadcasting Co., Portable, operating within 10 miles from Des Moines, renewal of general experimental license in accordance with existing license; W3XY, Bell Telephone Laboratories, Inc., Mendham Twp., N.J., W9XU, Transcontinental & Western Air, Portable and Mobile, on any aircraft; W10XBT, Eastern Steamship Lines, Inc., SS "Boston, W10XBQ, SS "George Washington", W10XBR, SS "New York", W10XBS, SS "Robert E. Lee, W10XBJ, Merchant & Miners Transp. Co., SS "Dorchester", W10XBN, SS "Chatham", W10XBO, SS "Fairfax", renewal of special experimental licenses in accordance with existing licenses.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF NOVEMBER 7, 1933.

No. 671

BURMA A POTENTIAL MARKET FOR AMERICAN RADIO SETS

That the British Indian province of Burma offers a good potential market for inexpensive radio sets is indicated in a report from Consul W. S. Scott at Rangoon.

At the present time, Scott points out, there are no complete American sets offered for sale in the country, British and Dutch products dominating the market. Interest in radio among the Burmese has been steadily increasing and the possibilities for increased radio sales are promising.

Because of depressed economic conditions in Burma, the purchasing power of the natives is unusually low. As a result of the depreciation in dollar exchange, however, Consul Scott believes the time is opportune for American manufacturers to establish contacts in the country with the view of entering the market.

It must be kept in mind, he points out, that Burma is a price market, and in order for the American manufacturer to do business there, he must offer his product on competitive basis with the Dutch and British producers.

The type of radio for which there is the greatest demand in Burma is the four-tube short wave set. Portable radios with aluminum cases are especially popular. In the construction of the Dutch and English radio sets now sold in Burma, particular attention has been paid to render them impervious to excessive heat and humidity. American producers planning to enter the Burmese market must give particular attention to this factor, the report points out.

Not such favorable sales prospects for foreign sets are reported from Austria although it ranks fourth among all European countries in the number of radio subscribers, totalling about 500,000, a comprehensive report just made on the Austrian situation by the Bureau of Foreign and Domestic Commerce, reveals.

American sets are considered excellent but are seldom used in Austria because of the restrictions placed on the market by the patent rights of Telefunken. High import duty also has an effect in restricting importations.

Battery-operated sets and socket-power sets are both used satisfactorily. The present market for battery sets is limited to the areas where electric service is not available.

Under a broadcasting monopoly Austria has stations in five cities, serving each section of the country, and short-wave facilities in Vienna on a nominally experimental basis. The power used is low, except as to the middle-wave Vienna station, and only such as will give complete coverage of the area to be served. This excepted station is of 15,000 watts, and one in Graz is of 7,000 watts, although in the latter case the distance from the station to its furthest territorial limit is sufficient to warrant the higher power.

United States exports of radio apparatus to Austria last year, including sets and parts, were valued at $22,052.

Because of depressed economic conditions and the prevailing high cost of equipment, any marked expansion of sales at the present time is difficult in Czechoslovakia, the American consulate at Prague reports. Nevertheless radio manufacturers of that country are going to ask the Government to intervene in their behalf to correct existing conditions which they claim are retarding business.

Radio dealers and producers have been receiving numerous complaints to the effect that the prices asked for radio equipment are excessive, especially in view of the depleted purchasing power of the country.

The radio industry recognizes that the complaints are justified, according to the report, but it claims that the chief causes of the high prices are beyond its control.

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SON ADDED TO SCHUETTE FAMILY

Oswald F. Schuette, of the National Association of Broadcasters, in Washington, is receiving congratulations upon the acquisition of another son Sunday morning. His family now consists of four boys and two girls.

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I.R.E. TO MEET AT ROCHESTER

The Annual Meeting of the Institute of Radio Engineers will be held at Rochester, N. Y., beginning Monday, November 13th.

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NEWSPAPER ORGAN OPPOSES CBS'S ADMISSION TO PRESS GALLERIES

Violent opposition to the admission of representatives of Columbia's representatives to the Congressional Press Galleries in Washington is expressed by the Editor & Publisher in the following editorial captioned "The Radio Menace":

"The Columbia News Service, which in final effect is the Columbia Broadcasting Co., has asked for floor privileges in the Press Gallery at Washington equal to those of any press association.

"On its face this seems reasonable, but the facts are:

"(1) Radio broadcasting in this country is not entitled to press privileges because it is not a free institution - it is a government licensed instrument which is susceptible to dictation by any administration that wishes to use radio to serve partisan or special ends.

"(2) Radio wants press privileges equal to those of the newspapers, but it can't supply a news service to the public equal to that of the newspaper, owing to physical limitations of the radio medium. The best it can do, in routine reporting, is to put a smattering of the news on the air, thus distracting interest from legitimate newspaper news service and creating confused, incomplete public thought and intensified ignorance on public matters.

"(3) Radio's primary news objective is not public interest, but the profitable sale of advertising to sponsors of its alleged news service.

"(4) Though incapable of functioning, either by reason of freedom of governmental control or physical ability properly to cover the news field, radio would appropriate the newspaper's right and damage to whatever extent it can, established investments in newspaper property.

"(5) Meagre reporting of routine news events does not contribute to public convenience and is against public policy in a democracy.

"Editors and publishers, who feel that Columbia's attempt to invade the news field is an unjustified assault upon the free press and does not serve sound public policy should address their protests to Sam Bell, Chairman of the Standing Committee of Correspondents, National Press Club Building, Washington, and also call the matter to the attention of their representatives in Congress. Mr. Bell should refuse Columbia's application."

As stated here last week, it is believed that under the existing rules the Standing Committee of Correspondents will have no alternative but to deny the Columbia application. What attitude Columbia will take is not known at this time, but some correspondents see in the application the groundwork for a determined effort to open up the press galleries to the radio men.

Henry A. Bellows, Vice-President of Columbia in Washington, said his next move would depend on what action the Committee took on his application. But in any event a formal application would be filed later with Senator Royal S. Copeland, Chairman of the Senate Rules Committee and Speaker Henry T. Rainey, who have jurisdiction over the galleries.

He said he wished to avoid a fight if possible, and had first filed his application with the Standing Committee with a view to effecting an agreement, if possible, whereby the rules could be amended to admit his men. Mr. Bellows said he realized the present rules would not admit radio reporters, but was hopeful some compromise could be reached with the correspondents which would satisfactorily settle the matter.

Thus far, although the fact that Columbia was seeking admission to the Press Galleries was printed in numerous newspapers in various parts of the country, it is said that the Standing Committee has received only one communication from a publisher objecting to the admission.

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RADIO PHONE SYSTEM TO BE RUSHED ON THE LAKES

Installation of a ship-to-shore Great Lakes radio telephone station will start at Lorain, Ohio, "almost immediately", following granting of a license which ended six months of legal battle before the Federal Radio Commission, according to an Associated Press dispatch.

Under the radio phone plan a telephone aboard ship would be connected by short-wave transmission with a shore station and, in turn, by relay with telephone anywhere. The installation will cost about $2,000 for each ship.

"Radio telephone service should result in savings of thousands of dollars for ship owners during a season", H. E. Hagaman, Manager and Treasurer of the corporation which will operate the service, said.

Corporation officials say at least one railroad is interested in the service because of the possibility of saving at its ore and coal docks, where crews are often kept idle because of uncertain ship schedules.

Lorain will be the centre of a communication system which, it is planned, will extend from Duluth to Buffalo when completed. Additional shore units are to be established at relay points.

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CARRIER PIGEON DID PRETTY WELL

An unusual test was made during maneuvres recently held at Fort Sam Houston in Texas - a race between an Army carrier pigeon and a radio message. Identical 27-word messages were handed to the message center clerk at Oppenheimer Ranch, 22 miles out, with instructions to mark both messages "Priority" and to send one by means of pigeon and the other by means of an encoded radio message to an addressee at Fort Sam Houston. The pigeon used was picked at random and delivered the message in the elapsed time of 42 minutes. The radio message was encoded, decoded, and delivered in 34 minutes.

While the elapsed time for the delivery of the radio message was less than for the one delivered by the pigeon, three code groups of the radio message were garbled either during cryptography or transmittal, but in this particular case the message was intelligible. The pigeon message was, of course, received exactly as sent. The pigeon flew against a strong head wind, therefore it can be assumed that in this instance honors were about even.

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IOWA STATION ALLOWED ADDITIONAL POWER

As a result of the District Court of Appeals backing up the Federal Radio Commission, Station WMT at Waterloo, Ia. will be allowed to continue using 500 watts nightime power on an experimental basis. This is 250 watts more than it had been using regularly and was protested by Station WREC, of Memphis, which is on the same frequency. An Examiner's report favored WREC but this was overruled by the Radio Commission which, in turn, was sustained by the District Court.

At the same time the Court dismissed the appeal of the Ark-La-Tex Radio Corporation of Shreveport, La., which had questioned the Commission's passing the license of KWKH (Old Man Henderson's station) along to the International Broadcasting Company in Shreveport.

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CODES STILL HAVE THE SPOTLIGHT

The Broadcasters' Code is now going the final rounds at the NRA being looked over by the Industrial and Legal Advisors. The opinion was expressed, by a man who should know, that there would be few changes and that it would stand substantially as presented by John W. Guider, Code Counsel, at White Sulphur Springs.

The Wholesale Trade Code, subscribed to by 14 associations of which the Radio Wholesalers' Association is one, will have a public hearing conducted by Division Administrator A. D. Whiteside at 10 o'clock Monday morning, November 13.

The proposed code establishes a basic 40-hour, six-day week for general employees, except executives, and a 48-hour week for outside deliverymen, maintenance employees, outside repair service men and installation employees.

Minimum wages proposed (with a differential of $1 in favor of the South) are $14 per week in cities of 500,000 or more population, $13 in cities between 100,000 and 500,000, and $12 in cities of less than 100,000. Learners and "junior employees" between 16 and 18, are to receive $1 a week or less than the minimum.

Initial operation of the Radio Manufacturers' Code has been effected with a minimum of difficulty, according to Bond Geddes. Questionnaires and labor reports were distributed during October by the code supervisory agencies, Arthur T. Murray, Code Supervisor for Receiving Set Manufacturers; E. T. Cunningham, B.G. Erskine and H. W. Harper, comprising the code agency for Tube Manufacturers, and Leslie F. Muter, the Code Supervisor for Radio Parts and Accessory Manufacturers.

For radio set manufacturers, the "open price" plan, providing for exchange and publication of set manufacturers' prices and discounts, was instituted on a broad scale by Code Supervisor Murray. Forms for October labor reports will be received by radio manufacturers in time for submission by November 20.

A revised code also has been submitted to the NRA by the Institute of Radio Service Men and Kenneth L. Hathaway, Secretary of that Association, is continuing negotiations with the Washington authorities.

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BUSINESS LETTER NOTES

"Around the World With the RCA" Friday November 17 (WJZ network 2:45 p.m.) will be a demonstration of the rapidity and accuracy with which the RCA can pick up distant stations. The pick-ups will be handled by the station at Riverhead, L.I. and Point Reyes, Calif. The countries heard from one a minute will be England, Holland, Germany, France, Italy, Canada, Mexico, Brazil, Argentina, Hawaii, the Philippines, Spain, Russia, Japan, India and Venezuela.

Whether or not there will be a trade show next year will probably be decided at a meeting of the Radio Manufacturers' Association Directors to be held in Chicago tomorrow (Nov. 8). Bond Geddes, reporting an increase in Fall business, expects the Directors to outline a strong Winter and Spring follow-up.

The Internal Revenue Bureau reports collections during September, 1933, of the Federal 5 percent tax on radio and phonograph records amounting to $147,930.49 as compared with $165,710.65 in September, 1932. The September collections on mechanical refrigerators were $394,596.33 as against $107,063.30 in the same month last year.

Columbia used full pages in Chicago daily newspapers last week under the signature of William S. Paley, to announce Station WBBM as the single CBS, Chicago outlet, as the result of WGN, Chicago Tribune station, returning to its independent status as far as chain programs are concerned.

Very likely the Code will be the predominant topic of discussion at the meeting of the new Board of Directors of the National Broadcasters' Association in Washington Thursday of this week.

Grigsby-Grunow Company has announced that it is organizing and training a national chain of approximately one thousand independent service stations specifically to take care of the one hundred and fifty thousand Majestic car sets which it says are already in use and the additional one hundred thousand which the company is confident it will manufacture and sell in 1934.

A fashion show, conducted from Paris by Marjorie Howard, stylist, was held last week in Bamberger's store, Newark, by radio across the ocean. Miss Howard's words, describing the costumes, were carried from Paris by wire to London; by short-wave by the American Telephone and Telegraph Company to this country, thence by wire to WOR and the store, where the voice of the speaker was heard through loud-speakers.

The Radio Corporation of America and subsidiaries report a consolidated net loss of $525,159 after all deductions for the third quarter of 1933, comparing with a loss of $812,128 a year ago. In the preceding quarter the loss was $790,048 and in the first quarter of 1933, it was $478,164.

For the nine months ended Sept. 30, the consolidated net loss was $1,793,371, comparing with a loss of $592,723 for the corresponding period in 1932. No dividends have been paid in 1933.

Total income for the third quarter was $14,225,112, including $13,988,114 from operations. This compares with $14,254,638 total income a year ago, a decline of $29,526. In the second quarter total income was $14,297,384, and in the first quarter it was $13,222,054.

O. B. Hanson, NBC manager of technical operations and engineering, and Gerard Chatfield, the company's technical art director, report that the removal to Radio City has been successfully accomplished and everything will be completed on schedule for the formal opening Saturday night.

The NBC private branch telephone exchange was switched over from Plaza 3-1900 to Circle 7-8300 at 2 A.M. Monday morning, and the company began operating under its new number.

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SEE FARLEY ANNEXING COMMISSION

Pointed to by some as a straw showing which way the wind is blowing is the removal of the Radio Commission to the new Post Office Building in March. They believe that may be the first step on the part of Postmaster General Farley in taking the Commission under his wing.

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GOVERNMENT OFFICIALS WATCH BRITISH-U.S. CABLE CONFERENCE

The Inter-departmental Committee headed by Secretary of Commerce Roper, now drafting recommendations for a new Communications Commission Bill, and the Federal Radio Commission are closely following dispatches from London which report a possible merger of the Western Union and the Postal Telegraph Companies in this country with Imperial and International Communication, Ltd., of Great Britain. Those participating in the London conferences, according to advices received in Washington, are:

Sir John Pender, Chief of Imperial and International Communications, Ltd.; Newcomb Carlton, Chairman of the Western Union Telegraph Company; David Sarnoff, President of the Radio Corporation of America, and Frank W. Phelan, Vice-President of the International Telephone and Telegraph Company and of All America Cables. Sosthenes Behn, Chairman of the I. T. & T., has been participating in the preliminary discussions. Also, W. A. Winterbottom, Vice-President of R.C.A. Communications, Inc. accompanied Mr. Sarnoff to London.

Inasmuch as a clause in the Radio Act forbids the merging of cables and radio, and since a bill has already failed in Congress to raise these restrictions, the Inter-departmental Committee and the Radio Commission are wondering if the London conference is endeavoring to reach a merger agreement which may not be hampered by the present law.

A revolutionary program for a change of competitive relations between the dominant American and British cable and wireless companies, looking toward reduction of operating expenses, readjustment of existing rate and service schedules and a revamping of the world-wide international communications business as controlled by these great concerns, was discussed in two secret conferences by representatives of the companies, the United Press learned.

It is understood that the coordination of international traffic, effective January 1, will be in accordance with the recent Madrid agreement reached during the International Telegraph Conference at the Spanish capital last year.

Mr. Sarnoff, in an interview with the United Press, emphatically denied rumors that there might be a merger of interests. "There will be no merger of companies and no consolidation," he said. "There is no basis for any such rumors as far as the R.C.A. is concerned. You can say that there is no question of the R.C.A. merging with any firm either in Europe or the United States."

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BALTIMORE STATION SHOWS SUBSTANTIAL PROFIT

In connection with an Examiner's recommendation to the Federal Radio Commission that Station WCAO, at Baltimore, be allowed to increase its power to 500 watts daytime, but that the station be limited to its present power of 200 watts at night, interesting figures are revealed as to the earning capacity of a station of this size.

"The balance sheet of the Monumental Radio Company, operating WCAO, as of May 31, 1933, discloses total current assets of $56,618.03, consisting of cash", a report to the Commission states, "and $30,796.03, savings account $10,204.17 and accounts receivable $15,617.83. Fixed assets, consisting of broadcasting equipment, furniture and fixtures, land and building, after deducting reserve for depreciation, aggregate $90,130.51. Other assets consisting of investments, prepaid expenses, organization expenses, good will, etc., are listed at $114,869.02. Total current liabilities amount to $9,510.14 and deferred liabilities to $2,897.73. The operation of Station WCAO during the year 1932 resulted in a net profit of $73,789.79.

"Station WCAO is affiliated with the Columbia Broadcasting System. An analysis of its programs from May 14 to June 18, 1933, discloses 10.06% local commercial, 22.04% chain commercial; 11.06% local sustaining, and 56.84% chain sustaining. The average monthly program of the station contains about 26¾ hours of commercial educational, 21½ hours sustaining educational, 5½ hours commercial religious, 8¾ hours sustaining religious, and about 4½ hours sustaining fraternal matters."

Stations WICC, of Bridgeport, Conn., and WCAC, Connecticut Agricultural College, at Storrs, Conn., which operate on a frequency of 600 kilocycles, the same as WCAO, Baltimore, likewise requested an increase to 500 watts but the Examiner recommended that this be denied. However, he favored granting the request of WCAC that the name of thelicensee be changed to "The Connecticut State College."

One of the reasons for the negative recommendation with regard to WCAC was that if its power was increased to 500 watts daytime, it probably would cause cross-talk interference within the good service areas of Stations WEEI, Boston and WTAG, Worcester. These stations are 65 and 35 miles respectively from WCAC.

In turning down WICC, Bridgeport, the report read:

"Both Bridgeport and New Haven receive good service from Station WEAF, a 50 KW station of the National Broadcasting Company, located on Long Island. Stations WOR, WJZ, WABC and WTIC have a sufficient signal strength in Bridgeport to have an audience and render an intermittent service to New Haven. Station WTIC at Hartford, Conn., a part time station affiliated with the National Broadcasting Co. has a signal strength of from one to three millivolts in New Haven."

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Nov. 7, 1933)

WHET, d/b as Troy Broadcasting Co., Troy, Ala., C.P. to move station from Troy to Dothan, Ala.; studio in Houston Hotel Transmitter S.E. Alabama Fair Grounds, and change frequency from 1210 to 1370 kc.; KRE, First Cong. Church of Berkeley, Cal., modification of license to change specified hours; WNAD, University of Oklahoma, Norman, Okla., special temporary authority to operate from 8 to 10:30 P.M., Feb. 19, 1934, CST, provided KGGF remains silent; WNRA, Kathryn Jones, Florence, Ala., authority to operate unlimited time during period of program test, and pending resumption of operation by WAMC; KIEM, Harold H. Hanseth, Eureka, Cal., authority to operate night of Nov. 10, in order to broadcast a program of Vet. Organizations at Eureka.

Also, Mackay Radio & Telg. Co., Inc.: WKB, WKV, Sayville, N. Y., C.P. to install new high frequency point-to-point telg. transmitter for communication with Santiago, Chile, and Lima, Peru; WMZ, Sayville, N. Y., C.P. to install new high frequency point-to-point telg. transmitter at Sayville, for communication with San Francisco and Copenhagen; Echophone Radio Mfg. Co., Millis, Mass., modification of C.P. to extend completion date to Dec. 31, 1933; W2XEO, Township of Teaneck, N. J., Teaneck, N. J., modification of C.P. to extend completion date to Nov. 30, 1933; D. Reginald Tibbetts: W6XAA, W6XAB, W6XAE, W6XAF, Portable and Mobile, W6XAG, Portable, W6XAL, W6XAM, W6XAN general experimental license 41000, 51400, 61000, 63000 kc., 25 watts; W2XDS, Press Wireless, Inc., Hicksville, N. Y., modification of special experimental license for additional frequencies 10010 and 13840 kc.; O. J. Corkwell, Continental, Ohio, authority to take Class C amateur examination, waiving Sec. 404 of Regulations, because of physical inability to appear for personal examination.

Ratifications

Action taken Nov. 2: WPFB, Otis P. Eure, Hattiesburg, Miss., extension granted of emergency authority dated Oct. 18 to operate pending action on application for consent to involuntary assignment of license; KIBD, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate additional transmitter pending receipt and action on formal application, vessel "Shenandoah", frequencies 375 to 500 kc., 50 watts; WIEX, National Broadcasting Co., Washington, D. C., granted extension to Nov. 30 of authority to use station in connection with contemplated ascension of stratosphere balloon at Chicago; KDMZ, Mackay Radio & Telegraph Co., San Francisco, granted 60 day authority to operate aboard vessel "District of Columbia, pending receipt and action of application to replace arc with tube transmitter; WHER, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., authority granted to use station on 2390 kc., 15 watts, aboard SS "City of Lowell", on Nov. 3.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

Dept File - Thank you

INDEX TO ISSUE OF NOVEMBER 10, 1933

No. 672

B-U-L-L-E-T-I-N

SCHUETTE WITHDRAWS TO HEAD BROADER COPYRIGHT FIGHT

The copyright situation, in which the National Association of Broadcasters has been the storm center, has moved into a broader field with the withdrawal of Oswald F. Schuette as NAB Copyright Director. Mr. Schuette, it is reported, will coordinate on a larger front, the varied interests which have been attacked by the efforts of the American Society of Composers, Authors and Publishers to extend their copyright licenses.

The reorganization of the NAB forces, it is understood, will not make any changes in the situation and the battle will be pushed aggressively, with Isaac D. Levy, of Philadelphia, NAB Treasurer, as Chairman of the Committee which is raising the funds to carry on the campaign.

The NAB Board of Directors on November 9 voted to retain Mr. Schuette as copyright director and although he has not accepted the retainer, he remains as president of the Radio Program Foundation.

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DILL COMPLAINING OF WIRE TOLLS SUGGESTS SHORT WAVES

Deploring what he described as excessive wire line tolls which the telephone companies charged networks and broadcasting stations, Senator C. C. Dill, of Washington, Chairman of the Senate Interstate Commerce Committee, said that in view of the improvement in shortwave transmission, he was giving some thought to the feasibility of a portion of the program distribution being taken over by wireless. At least he declared the situation was one which we should begin to think about.

"The networks and stations each year spend millions for telephone line charges. This runs up the cost of broadcasting and puts a terrific burden on the stations", Senator Dill, who has just returned from his home State to the Capital for the convening of Congress said. "The various States are unable to secure hook-ups without large fees being exacted by the telephone companies and this is one of the greatest factors in the high cost of broadcasting. With the new and improved receivers people all over the country are picking up Europe and other distant points. That being true I don't see why short waves eventually should not replace some of the wire service and thus bring down the cost of the wire tolls."

It was said by an official of one of the chains that the National Broadcasting Company last year paid between two and three million dollars for wire charges and that Columbia probably spent as much as a million dollars for the same service. Senator Dill said that his particular interest in a reduction in the cost of broadcasting was with regard to the educational programs.

"I believe that with the aid of a few powerful short-wave broadcasting stations we could reach all the schools in the United States", Senator Dill declared. This was pretty much along the line of a proposition advanced not long ago by Federal Radio Commissioner Lafount of Utah. Mr. Lafount said that instead of different universities throughout the country going to the expense of putting on separate programs, it would be far more economical to originate a single program at a certain university and distribute it to the others by means of a Government short-wave transmitter to long-wave stations to be rebroadcast to the universities within the service range of the high frequency stations.

Mr. Lafount believed that ultimately 3 or 4 high powered government short wave stations could make educational programs available to all parts of the country. It was further suggested by another broadcasting authority that these Government

short-wave stations could distribute programs of the Federal agencies such as those which are now being broadcast by the Agriculture Department, relieve the commercial networks of this task and save them the cost of wire tolls which they now have to pay to do this.

Discussing the educational situation further, Senator Dill said that if a license fee were exacted from the broadcasting stations at the forthcoming session of Congress, he favored using a portion of the revenue thus derived for the preparation of educational programs. Senator Dill's suggestion met with the approval of Dr. Tracy F. Tyler, of the National Committee on Education by Radio, who said such a fund could be administered by the State Departments of education.

"Under the American system of education", Dr. Tyler explained", "the responsible educational authorities in the various States, namely the State Departments of Education, would be the proper persons in whom to rest the responsibility." Dr. Tyler said that it had been found that parents, in many cases, were just as much interested in educational programs as the students, therefore he favored the offerings be rebroadcast by local stations on long-waves rather than attempt to reach the schools direct by short-waves which would necessitate both schools and parents going to the expense of buying short-wave sets.

Senator Dill said that he did not favor allocating a definite proportion of radio facilities for educational purposes, such as 15%, as has been proposed. He believed that the amount of time assigned to educational programs should be flexible but always adequate to supply the actual requirements.

Asked what radio legislation he expected might be enacted during the forthcoming session of Congress, Senator Dill, who is co-author of the present Radio Act, replied that much depended upon what recommendations might be made by the Cabinet Committee headed by Secretary of Commerce Roper, which is expected to propose a Communications Commission to replace the Federal Radio Commission, which would have jurisdiction over telephones, telegraph and cables as well as radio. Senator Dill said the expense of the present Radio Commission was, in his opinion, not justified.

"The work is simply not there for it to do", the Senator added. He said that he had not, as yet, had a chance to familiarize himself with the work of the Cabinet Communications Commission Committee, of which he was a member in an advisory capacity, but it seemed to be his opinion that a Communications Commission, with a Board of Appeals, lodged in one of the Government departments under an Assistant Secretary, such as had previously been proposed, would be preferable to the present independent Radio Commission.

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SEPTEMBER BROADCAST ADVERTISING SHOWS PICK-UP

A total of $3,949,341.00 was spent by American business organizations for radio broadcast advertising during September of the current year, according to the new statistical bureau of the National Association of Broadcasters. This represents a 6.9% increase in advertising volume over the previous month. Broadcast advertising volume for September was approximately 1% higher than for July of this year.

National network advertising in September showed a gain of 12.4% over the previous month, while individual station revenues experienced a 5% gain over August. Individual station business is still lower than in July which can probably be explained on the basis of a somewhat slower seasonal upswing than is experienced by national network advertising volume. Regional networks have tended to follow the individual station experience. The seemingly marked decline in regional network revenue in September, as against August is due primarily to a misunderstanding as to classification of regional network accounts in August. Corrections will be made for this discrepancy in the October report.

September national network revenues are still 16% behind those of the same month of 1932, while network revenues for the first nine months of the year are 30% behind the previous season. A marked gain has been experienced by networks in recent months since the foregoing figure compares very favorably with a lag of 38.5% which was experienced during the first quarter of the current year.

A comparison of September expenditures for radio broadcast advertising as against those for other leading advertising media is found as follows:

1933 Gross Receipts

Advertising Medium	August	September
Radio broadcasting	$3,693,247.00	$3,949,341.00
National magazines	6,644,831.00	7,942,886.00
Newspapers	37,790,096.00	38,371,622.00
National farm papers	236,505.00	373,134.00
	$48,364,679.00	$50,636,983.00

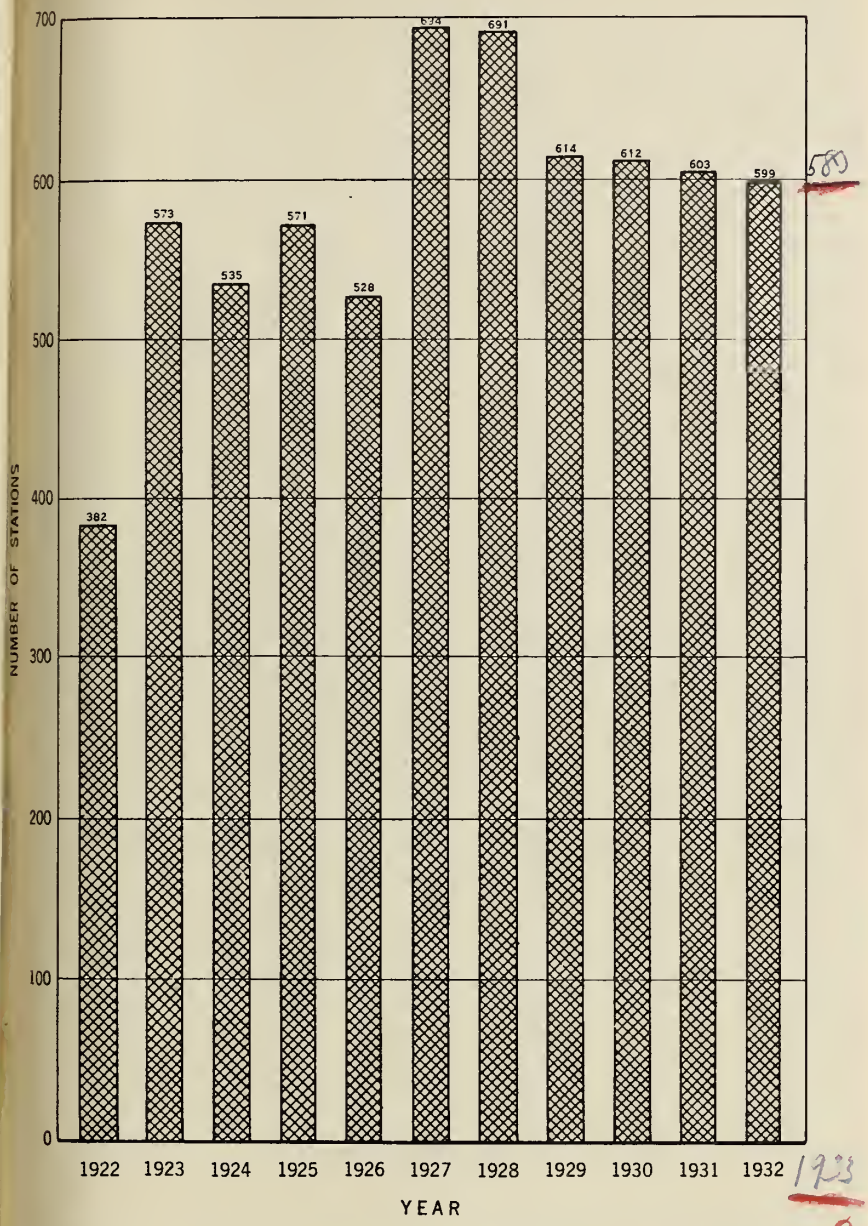
The general business situation is relatively unchanged since the publication of the last report. There have been further business recessions from the peak of last July. Since September 30 the New York Times Index of Business Activity declined from 78.4 to 76.6 as of October 28th. The Index was 79.8 on September 9th. The Combined Price Index of the Department of Labor dropped from 71.1 on September 30th to 70.4 as of the end of October.

NO. OF RADIO STATIONS IN U.S.

NUMBER OF BROADCASTING STATIONS IN THE UNITED STATES

AS OF JULY 1. 1922 TO 1932

(SOURCE OF DATA: RADIO DIVISION, U. S. DEPT. OF COMMMERCE. 1922 - 1930; FEDERAL RADIO COMMISSION. 1931 - 1932)



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STAT. - DRAFT

Prepared by Sales Promotion Department
NATIONAL BROADCASTING COMPANY, INC.

During the same period, the Food Price Index declined from 64.9 to 63.4, while farm products dropped from 58.0 to 54.2. Car loadings moved contrary to the usual seasonal upswing, declining from 69.0 to 67.8 as of October 21st.

In spite of the recessions noted above, all of the business indices tend to be appreciably above those of the same period of 1932.

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ALMOST HALF OF WORLD'S STATIONS IN U. S.

There are 1,426 radio broadcasting stations of record operating throughout the world of which 585 are located in the United States.

Russia ranks second to the United States in the number of radio stations with a total of 73, according to a revised list of foreign radio stations made public by the Electrical Equipment Division, Department of Commerce.

Canada is shown by the list to have 63 stations; Australia, 60; Cuba, 57, Mexico, 53; Argentina, 35; Uruguay, 33; New Zealand, 32; and Sweden, 31.

Twenty foreign countries shown in the list are credited with only one station each.

Several unusually high-powered stations are being operated in foreign countries, the list shows. A station located at Villa Acuna, Coahuila, Mexico, is shown to be authorized to use 500,000 watt power. Leipzig, Germany, has a station operating on 150,000 watts. A station in Prague, Czechoslovakia, is recorded as using 120,000 watts. Two stations of 100,000-watt power are listed as located in Moscow, Russia, with one each of corresponding power in Leningrad, Russia; Nanking, China; and Luxemburg.

Details concerning 118 foreign short wave stations and nine television stations are included in the compilation.

The list has been issued by the Electrical Equipment Division, Department of Commerce, as a part of the informational service furnished American manufacturers and exporters of electrical equipment.

Copies of the list of stations may be had from the Department of Commerce at 25 cents each.

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CONFERENCE SUGGESTED IN COLUMBIA PRESS GALLERY RULING

Following the rejection of the application by the Standing Committee of Correspondents of the Congressional Press Galleries of Columbia's application for admission to the Galleries of three representatives of the broadcasting system's news service, Henry Adams Bellows, Columbia Vice-President has written to Samuel W. Bell, of the New York Herald-Tribune, Chairman of the Committee, suggesting a conference. Mr. Bellows, whose letter was entirely friendly, proposed that this meeting be attended by Senator Copeland, of New York, Chairman of the Senate Rules Committee, Speaker of the House Rainey, Mr. Bell and Messrs. Bellows and Ted Church, Washington manager of Columbia's news service.

Mr. Bellows pointed out to Mr. Bell that the rules governing admission to the Press Galleries, which were drafted long before radio came into the picture, seemed to be inconsistent. He wrote that in Rule 1, "news associations requiring telegraphic service" were set forth as eligible, whereas in Rule 2, the qualification was "newspaper associations". Mr. Bellows wrote that Columbia furnishing telegraphic news to stations in 90 cities unquestionably came within the qualification. He suggested, therefore, that the situation could be solved by amending Rule 2 to read, "newspaper or news services."

Mr. Bellows said he had no quarrel with the Press Galleries and that there was nothing of that attitude in his approach. "I am seeking to enlist the cooperation of the Standing Committee on the assumption that they want to solve the problem as much as we do", he said.

Nevertheless, one gained the impression that the Columbia executive had no intention of backing down. He said he was not seeking the privilege of actually broadcasting from Congress but simply desired that the Columbia News Service be afforded the telegraphic facilities as other news associations in the press galleries.

"With three news broadcasts a day, our position is the same as a newspaper getting out three editions a day", Mr. Bellows concluded, "and we think we are entitled to the proper telegraphic facilities to do this."

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MYERS IS NEW WEST COAST DIRECTOR

Charles Myers, of Station KOIN, of Portland, Oregon, has been elected a Director of the National Association of Broadcasters to succeed Leo Tyson, of KHJ, Los Angeles, Cal. Mr. Tyson having left KHJ to go into a radio program service, resigned from the NAB directorate inasmuch as he no longer has station affiliations.

The election of Mr. Myers to the Board from the West Coast was in line with the Association's policy of maintaining an equal geographical representation of its membership.

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COMMUNICATIONS COMMITTEE ABOUT READY TO REPORT

Although the greatest secrecy has been maintained, it is said that the Committee headed by Secretary of Commerce Roper, which has been engaged in framing recommendations for a new Communications Commission bill, has about finished its work. Apparently there is no intention to give representatives of the radio industry an opportunity to be heard at this time.

It is, however, causing no apprehension since public hearings will undoubtedly be held in both the House and Senate if a new bill is introduced. Nothing is known as to the nature of the forthcoming recommendations. Generally they are supposed to be along the lines of the previous plan that the Communications Commission be incorporated into the Commerce Department under the direct supervision of an Assistant Secretary. The old plan called for a Director and a Board of Appeals composed of five members.

It was previously reported that Senator Wallace White, of Maine, was an advisory member of Secretary Roper's Committee, but this has been found to be incorrect. Those representing Congress on the Committee are Senator C. C. Dill, Chairman of the Senate Interstate Commerce Committee, and Representative Sam Reyburn, Chairman of the House Interstate Commerce Committee.

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TEMPORARY POWER BOOST FOR WORCESTER AND WEST VA. STATIONS

The Federal Radio Commission has granted special temporary authority to Stations WTAS, owned by the Worcester Telegram in Worcester, Mass., and WOBU, in Charleston, West Va., to operate on 500 watts power at night as well as during the daytime. These stations operate on the same frequency, 580 kilocycles, but are not as widely separated as Radio Commission engineers require for simultaneous operation.

The stations are now each using 500 watts power in the daytime and 250 watts at night. Lately they have been experimenting with 500 watts each at night, with apparently no serious interference. As a result of this the Commission decided to allow them to continue while further observations are being made.

The Commission denied an application for modification of the Matheson Radio Company of Boston, so as to permit unlimited operation on its present frequency of 830 kilocycles, a clear channel allocated to the Fifth (Western) Zone.

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COLUMBIA TURNS DOWN HARD LIQUOR ADVERTISING

Whisky, gin or other hard liquor advertising will be taboo on Columbia networks, according to a New York dispatch. Only wine ads will be accepted "with extremely careful scrutiny of the nature of both the entertainment and the advertising content."

"It is with extreme reluctance that we are deciding that a class of merchandise about to be legalized by a popular vote probably of 3 to 1 shall not be allowed to use our facilities, because we are exceedingly sensitive about impeding any legitimate business enterprise", a statement issued by President William S. Paley said.

"We feel, however, that the best interests of the vast radio audience are paramount and that a medium which enters the homes of so many millions of persons and which carries its message to groups of listeners of every conceivable assortment is not the proper vehicle for the promotion of the sale of those beverages colloquially known as 'hard liquors.'

"Our decision, on the other hand, to permit the advertising of wines is based on the common knowledge that wine-drinking countries are temperate countries and our belief that the time may have come to America, particularly under present condition, when millions of our people will welcome the opportunity to be informed about milder beverages.

"We hope that Columbia's decision will be recognized as fitting the peculiar conditions of radio broadcasting and that it will not be construed as intended in any way to reflect on policies which may be adopted by other media which reach their people in different ways."

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BUSINESS LETTER NOTES

Radio City, where the festivities begin Saturday, will have a first night every night for a week. Owing to commercial time being engaged at night, there will be many celebrities such as Rudy Vallee and Paul Whiteman heard in the afternoon programs. Monday night, Nov. 13, famous composers will be heard and Gene Buck, President of the American Society of Composers will speak. An hour earlier Tuesday night, Frank Black will direct a large orchestra in "Waltzes of the World";at 11 o'clock, Roxy will be on with old time celebrities, including George M. Cohen, who isn't so ancient.

Wednesday afternoon, Russia and other foreign countries will be heard from and other outstanding performances will be heard every night throughout the entire week.

Alfred H. Morton, formerly European manager of the Radio Corporation of America, will be Business Manager of the Program Department of NBC under John F. Royal, Vice-President.

Mr. Morton joined the RCA in 1921 and served as its Washington representative. On the formation of RCA Communications, Mr. Morton was appointed manager of the commercial department.

James S. Wallington of the NBC was awarded the 1933 gold medal for good diction on the radio by the American Academy of Arts and Letters yesterday (Nov. 9). This is the fifth award, previous winners being Milton J. Cross, Alwyn Bach and John Holbrook, all of NBC, and David Ross, of Columbia.

Wallington has been on the NBC staff for the past five years and came into prominence when he broadcast the programs which were heard by Commander Byrd in the Antarctic during the previous expedition. He is 26 years old and from Rochester, N.Y.

The Academy's gold medal for good diction on the stage was presented to Lawrence Tibbett, of the Metropolitan Opera.

Giving no figures for LaGuardia, the winner, Variety says that around $60,000 was spent by the candidates in New York's mayorality election with McKee topping the list.

"Station most used was WOR, with 58 broadcasts netting it over $30,000. WMCA collected about $13,000 with little of this money coming from Tammany", the theatrical weekly goes on. "WABC gathered $3,500 from the McKee cohorts and $2,200 each from the Democrats and Fusionists.

"McKeeites topped the $7,000 odd that NBC got with an expenditure of $5,350. Next to the heavy spenders were the Socialists with a billing of $1,113, while a broadcast of 15 minutes accounted for $186 contributed to NBC by the Tammany forces."

The programs of KLZ, Columbia station in Denver, after being omitted for four days, are again being presented by the Rocky Mountain News, Scripps Howard newspaper. The Denver Post quit printing KLZ programs as a protest against Columbia starting its own news service. The Rocky Mountain News likewise ceased printing the Columbia station programs. The Post is still holding out though reported to be receiving many complaints.

Two-thirds of the membership of the National Association of Broadcasters have placed orders for "A Decade of Radio Advertising" by Dr. Herman S. Hettinger, member of the Merchandising Faculty of the Wharton School of the University of Pennsylvania. The new book is published by the University of Chicago Press and the price is $3.00.

The equipment to provide the new 500,000-watt transmitter for WLW at Cincinnati with such power is the result of five years of research and experimentation on the part of Crosley Radio Corporation and RCA-Victor engineers. The new transmitter, to be the most powerful ever built, will be completed within the next few weeks. The project involves a total cost of more than $400,000.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Nov. 10, 1933)

KGIZ, Grant City Park Corp., Springfield, Mo., modification of C.P. for extension of completion date from 10/31/33 to 1/31/34; WHBC, Edward P. Graham, Canton, Ohio, authority to operate simultaneously with WNBO, November 11 and November 25 from 3:00 P.M. to 6:00 P.M., to broadcast football games, WNBO's consent received; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., authority to use auxiliary transmitter from Nov. 8 to 28 while erecting a new radiator.

Also, City of Spokane, Wash., Police Dept., Spokane, Wash., C.P. 2458 kc., 100 watts, A3 emission; W1XAK, Westinghouse Electric & Mfg. Co., Chicopee Falls, Mass., renewal of special

experimental license in accordance with existing license; W1XS, Trustees of Tufts College, Portable in Mass., renewal of special experimental license in accordance with existing license.

Miscellaneous

WICC, Bridgeport Broadcasting Station, Inc., Bridgeport, Conn., C.P. retired to the closed files (granted March 3, 1933). to construct auxiliary transmitter to be used while moving main transmitter.

Application Denied

KTAR, KTAR Broadcasting Co., Phoenix, Arizona.

Ratifications

Action taken Nov. 4, 1933: WIEO, National Broadcasting Co., Inc., Washington, D. C., granted authority use broadcast pickup station connection program tests in and around New York City; KIFS, KJFI Broadcasters, Inc., Klamath Falls, Oreg., granted authority to use broadcast pickup station Nov. 7, 1933, Malin, Oreg., Nov. 14, 1933, Chiloquin, Oreg; Action taken Nov. 6: WRCB, Radiomarine Corp. of America, Washington, D. C., granted temporary authority not exceeding 60 days pending receipt and action formal application to operate aboard vessel "City of Lowell"; Action taken Nov. 7: WCFV, Radiomarine Corp. of America, Washington, D. C., granted temporary authorization not exeeding 60 days pending receipt and action formal application to operate 200 watts NS-1-C aboard vessel "William H. Warner"; The Buckeye State Sheriff's Association, Findley, Ohio, granted C.P. 1682 kc., 500 w., A3 emission.

Also, Action taken Nov. 8: WSMK, Stanley M. Krohn, Jr., Dayton, Ohio, granted special temporary authority to operate simulatneously with Station KQV, Nov. 8 and 20, 1933, from 7:30 to 9:30 P.M. to broadcast Community Chest campaign (Action taken 11/8/33); WKY, Radiophone Co., Earl C. Hull, Chief Engineer, Oklahoma City, Okla., granted special temporary authority to operate general experimental station for communication in broadcast-pickup service, accordance provisions Rule 320, on Nov. 9, 10 and 11, 1933, connection with an August festival.

Action on Examiner's Reports

WIP, Pennsylvania Broadcasting Co., Philadelphia, Pa., denied application for modification of license to increase power from 500 watts to 1 kw., for fear of objectionable interference, sustaining Examiner George H. Hill; WFI, WFI Broadcasting Co., Philadelphia, Pa., denied application for modification of license to increase power from 500 w. to 1 kw "as objectional interference would likely result", sustaining Examiner George H. Hill; WLIT, Lit Brothers Broadcasting System, Philadelphia, Pa., denied application for modification of license to increase power from 500 w. to 1 kw as no such need for increased power has been shown, sustaining Examiner George H. Hill.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF NOVEMBER 14, 1933.

No. 673

FOREIGN BROADCASTING INVOLVES DRASTIC POLICING PROBLEMS

The system of licensing radio receiving sets, the alternative adopted in many foreign countries where advertising is incapable of supporting broadcasting, or at least is not doing so, is responsible for the imposition of some severe penalties, according to Lawrence D. Batson, Electrical Equipment Division, Department of Commerce, who is studying foreign broadcasting policies in an effort to determine the potentialities for the sale of American electrical equipment.

Fine or imprisonment or both is provided as a penalty in many foreign countries for the operation of an unlicensed set. The laws of Bulgaria provide that a person operating a radio receiving set without authorization of the Government is subject to a heavy fine and imprisonment in solitary confinement for a period of six months. Despite the severity of the penalty provided by the law, it is estimated in Bulgaria that a large number of radio sets are being unlawfully operated in that country.

Many methods have been devised to detect the unlawful operation of sets, according to Mr. Batson. In some countries, however, the authorities accept such fees as are voluntarily offered and assume that there are no infractions of the law.

The entire police and military forces of Germany are available for use in detecting the unlawful use of receiving sets in that country. The United Kingdom employs modern scientific equipment to detect offenders against the law.

It has been said by law - enforcing officials of the United Kingdom that the psychological reaction to a visit to a district by one of the Government's mobile laboratories used to detect unlicensed receiving sets is evidenced by the number of applications for license immediately following such a patrol visit.

Confiscation of unlicensed radio equipment is a universal provision. There is no indication that the value of the equipment, however, great, is considered in determining the penalty to be assessed.

The cost of detecting, seizing and prosecuting persons operating unlicensed receiving sets is usually accounted for under the general overhead of police and court expenses and may not be determined with any accuracy since such cases are classed as routine in police chronicles and not considered by them with special report.

Reports detailing the operation of radio broadcasting systems in 35 countries have now been made available in the current series being conducted by Mr. Batson. Approximately 15 more countries will be covered to complete the study.

The complete series of studies is available from the Department of Commerce for $10. Studies concerning broadcasting systems in individual countries are available at 25 cents each.

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COURT AWARDS $254,000 FEE IN OLD SAYVILLE CASE

Justice Jennings Bailey, District Supreme Court, last week in Washington, D. C. issued an order allowing four attorneys who represented a one-time German-owned radio station at Sayville, Long Island, a fee of $250,000, with five years' interest, for their professional services in obtaining a settlement when the Navy took over the station.

The station was taken by the Navy in February, 1917, because of complaint that it was assisting Germany's submarine warfare from what was then a neutral base. In 1928 an award of $6,875,342.19 was made to compensate owners of the station, Gesellschaft Fur Drahtlose Telegraphie, M.H.B.

When this award was made, the Germany company discharged the four lawyers and employed other counsel. The four in whose favor the decree was made are Alfred Frankenthaler, now a New York Supreme Court Justice; John Wilson Brown, 3d, Washington; Alfred K. Nippert, Cincinnati, and George Frankenthaler. Paul E. Lesh represented the attorneys in their fight for a fee.

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EXPENSE FORCES BROADCASTERS TO OMIT RADIO SET COUNT

A proposal to have the Post Office Department make a nation-wide count of radio sets, several governmental agencies including the Agriculture and Commerce Departments and the Federal Radio Commission having expressed a desire that this be done, was submitted to the Directors of the National Association of Broadcasters by Philip G. Loucks, Managing Director. However, Mr. Loucks pointed out the fact that the Commerce Department had informed him that such a count would entail an expense of $4,000 which would have to be met by the National Association of Broadcasters. The Directors turned the proposition down not feeling justified in obligating themselves to such an expenditure at this time.

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MONTEVIDEO CONFERENCE TO CONSIDER RADIO

Although not included in the agenda, it is probable that the question of radio communications will be taken up at the Pan American Conference at Montevideo "with a view to their improvement", according to the State Department. Evidently radio was an added starter and no one could be found who was willing to venture a suggestion as to what the nature of the conversations on this subject would be. One official said he thought this part of the agenda might be developed by Secretary of State Hull and the delegates while enroute to Montevideo.

The American delegation is composed, in part, of Reuben Clark, former Under Secretary of State, J. Butler Wright, Minister to Uruguay, Alexander Weddell, Ambassador to Argentina, Spruille Brudder, of New York, and Mrs. Breckenridge, of Kentucky.

Discussing the objects of the Conference in his weekly radio talk, Louis McHenry Howe, Secretary to the President, whose son, just out of Harvard, is an assistant secretary in the delegation, was asked if the proposed Pan American highway from the Texas border to Santiago, Chile, would be the main subject taken up at the Conference replied:

"No, this is just part of the plan to concentrate more or less at this meeting on immediate improvement of all different kinds of communications. While this particular one will perhaps result in a better knowledge of each other on the part of the peoples of all these countries than the other methods, it is, so far as economic relationship is concerned, only one of the factors of transportation - the steamship, the railway, the automobile and the airplane."

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VETO SPECIAL FREQUENCY FOR LAND S.O.S.

Although the report has not yet been made public, it is understood radio engineers of the Federal Radio Commission, Army, Navy, Coast Guard and others comprising the committee called to consider the resolution of Radio Commissioner Harold A. Lafount to set aside a frequency for emergency use in case of disaster on land, such as floods, hurricanes or earthquakes, has recommended that this is impracticable. With the channels of two national networks, so many local stations, the Army and Navy nets, and about 40,000 amateurs, the committee considered it hardly possible that these could all go out of service at once. They considered a land "S.O.S." rather a matter of organizing the present facilities, which is not an engineering problem, than of assigning special frequencies to the work.

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TWO BIG RADIO SHOWS FOR 1934

Evidently encouraged by the phenomenal success of the New York Electrical Show, the Radio Manufacturers' Association Directors meeting in Chicago, decided to hold radio shows in the Fall of 1934 - one in New York and the other in Chicago. The exhibitions will include electrical household appliances as well as radio. The committee in charge will be composed of J. Clarke Coit, of Chicago, James M. Skinner, of Philadelphia, and Bond Geddes, of Washington.

Rather than impose a special assessment on RMA members for expenses of code enforcement and administration, the Directors decided that such expenses of Supervisors Murray and Muter will be paid from the treasury.

The Directors authorized Paul B. Klugh, of Chicago, Chairman of the Legislative Committee, to conduct a campaign for repeal or modification of the existing 5 percent excise tax on radio and phonograph apparatus. Thus the radio industry will join other industries requesting the next Congress in January to abolish the radio and other "nuisance" taxes in the existing law which produce comparatively little revenue for the Government, burden the industry and for which receipts from new revenue may be substituted. Instead of the special and discriminatory tax on radio and phonograph apparatus, the Directors reiterated their endorsement of a general but small manufacturers' sales tax, applicable without discrimination to all manufacturers.

Mr. Klugh advised the Board of initial consideration being given in Washington to revision of the tax laws. The House Ways and Means Committee, where tax legislation originates, will meet December 4 and arrange for public hearings, and a hearing on the radio and phonograph tax schedule has already been assured.

A special committee to confer with the Federal Radio Commission on future broadcast facilities for television facsimile and other special services was appointed with Walter E. Holland, of Philadelphia, Chairman. Other members are J. W. Chambers, of Cincinnati, Ray H. Manson, of Rochester, N. Y., and Dr. W.R.G. Baker, of Camden, N. J.

The committee will confer with Dr. C. B. Jolliffe, Chief Engineer, and other experts of the Federal Radio Commission regarding the future broadcast frequencies to be assigned in developing visual broadcasting. The committee was chosen on recommendation of the special RMA Committee of Executives, headed by E. T. Cunningham, of New York, and including Powel Crosley, of Cincinnati, W. Roy McCanne, of Rochester, and James M. Skinner, of Philadelphia.

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PRIVATE COMPOSERS BROADCASTERS' SETTLEMENT REPORTED OFF

What purports to be an inside story on a proposed settlement of the broadcasters copyright situation, appears in the current issue of Billboard:

"At a meeting of the American Society of Composers Board, Louis Bernstein, music publisher, said that he feared that the suit brought by WFI and Isaac D. Levy, of Philadelphia, would be successful and the ASCAP broken up", Billboard relates. "He outlined a plan whereby he could successfully fix it so that the suit would be dropped or lost by WFI, that he had a contact who would guarantee him that the broadcasters would pay the same sum to ASCAP for the next 10 years as they are now paying. Also he could get a bonus the first year of not less than $300,000 for the Society.

"Isaac D. Levy was Bernstein's contact man, and a group met as per schedule. Those attending, in addition to Bernstein and Levy, were Gene Buck, President of ASCAP; Fred E. Ahlert, writer; Sigmund Romberg, composer and President of the Song Writers' Protective Association; Robert Crawford, of DeSylva, Brown & Henderson, Inc., and Gustave Schirmer.

"Soon after the gathering met, Romberg bluntly stated that he was now getting $6,000 annually from the Society and he would be getting $16,000 within 10 years from now. Getting a negative reply, he immediately left the conference. Levy subsequently reneged on his $300,000 bonus offer and could not say definitely the broadcasters would continue to pay the same fees for the next 10 years, but he was pretty sure it would be okeh. He would throw in the Ricordi & Company catalog (of Italy) and promised to get rid of Oswald F. Schuette, handling copyright matters for NAB.

"Finally the meeting broke up with everything status quo, and Louis Bernstein is to make his report to the ASCAP Board that all bets are off. Meantime, Levy is seeking to build up a huge war chest for NAB to fight ASCAP, and his letters to broadcasters seek 10 per cent of the sums they are paying to ASCAP as performing rights fees for use of its music. Levy's slogan is 10 per cent now or 300 per cent in 1935."

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RADIO OFFICIAL BECOMES SOUTH CAROLINA COLONEL

Herbert L. Pettey, Secretary of the Federal Radio Commission, has been designated as a Colonel on the staff of Governor I. C. Blackwood of South Carolina.

Richard S. Roper, Secretary of the Democratic National Committee, and Edward A. Nicholas, Vice-President of the RCA Victor Company, also were appointed Colonels on the same staff.

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McCLELLAND TO HEAD NEW NETWORK

Organization of a third major radio chain, to compete with the existing National and Columbia systems was announced early in the week by George F. McClelland, former Vice-President of the National Broadcasting Company.

The new group is to include the principal independent stations, which will function as a unit on a mutual basis, the announcement said.

Joseph Schultz, of 522 Fifth Avenue, New York City, who, as general counsel, is working out details of the organization, said that enough stations had been brought into line to assure that the new company would have an outlet in every State.

Under the mutual feature of the organization, Mr. Schultz explained, the participating stations will receive payment covering the actual cost of broadcasting programs and will, in addition, share in the profits of the system as a whole. The types of programs contemplated are similar to those of the National and the Columbia networks, he said. The new group plans to place greater restrictions on advertising and sales talks, Mr. Schultz said, and to devote part of its program to the broadcasting of news.

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WHOLESALERS' CODE WILL PROBABLY MEAN 40% EMPLOYMENT

Ben Gross, representing the Radio Wholesalers' Association, testified at the Wholesalers' Code hearing that his organization represented 90% of the trade. The radio wholesale business volume was $500,000,000 in 1929, as against $100,000,000 in 1932. This year Mr. Gross said the business probably showed a 12% increase.

The number employed last year was 5,000, and this year 6,000. Mr. Gross said when the industry came under the Blue Eagle there was a 24% increase in employment and that if the Wholesale Code is adopted, it will probably mean another 40% increase in employment.

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PHILCO BEGINS GREAT XMAS ADVERTISING DRIVE

"Philco has no delusions about business improvement this Fall", says Sayre M. Ramsdell, Manager of Sales Promotion. "It seems certain that business will be better, but as has always been the case in the past, and as always will be the case in the future, business will be best for those who go after it and go after it hard. Philco, despite its commanding position in the radio field is going to go after business through the coming year with the most aggressive and most extensive advertising campaign in all its history. Philco is now embarking on a newspaper campaign that will utilize newspapers from coast to coast in the greatest newspaper campaign ever sponsored by a radio manufacturer. I use the word 'sponsored' advisedly, for perhaps it will serve to remind some newspapers that the world's largest radio manufacturer will not allow their attitude toward radio to prejudice our advertising policy. We recognize the value of the newspapers, just as we recognize the value of radio and periodical advertising and all three mediums will be utilized in this great Christmas campaign."

"We have also substantially increased our magazine schedule and will continue the nightly broadcasts of Boake Carter.

"There has been a surprising upward trend in Philco sales abroad. This is particularly true of automobile radios. While, of course, we do not anticipate any comparison for foreign sales of automobile radios and American sales -- for which we are planning to supply 500,000 sets in 1934 -- yet there were seven Philco-equipped automobiles exhibited at the great Olympia Motor Show in London. In view of the many sad stories about the decline of American exports, it might be interesting to note that Philso is the largest and fastest selling radio in the Argentine, Brazil, Venezuela, New Zealand, the Union of South Africa and the Philippine Islands. Both Philco home radios and Philco automobile radios are selling fast in such widely separated points as the Scandinavian countries and Shanghai and sales in England show Philco among the leaders, too."

It is Mr. Ramsdell's opinion that the purchase of a real radio will be one of the first outlays made by men and women as they are re-employed, as radio offers the most complete and certainly the most inexpensive form of entertainment available today. Numerous radios of antique vintage, and thousands of small, inadequate radios are now in use in American homes and the replacement of these sets of inferior tone and ability is undoubtedly one of the great future markets for radio sales -- a market at which Philco is aiming.

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Great regret was expressed in radio circles in the passing of Rear Admiral Ridley McLean, U.S.N., who died at San Francisco while commanding the third division of the United States Fleet. Admiral McLean, when a captain, was Director of Naval Communications in 1924 and was succeeded by Rear Admiral (then Captain) T. T. Craven. Admiral McLean's work was characterized by thoroughness. He was largely responsible for the Navy adopting short wave and high frequency communication which system is said to be one of the best in the world.

Admiral McLean was very popular personally and was a man of means, having previously owned the beautiful residence occupied by Secretary Hoover in Washington where Mr. Hoover lived when he was nominated for the Presidency.

The new letterheads of the NBC, in use since the removal to Radio City carries the heading, "National Broadcasting Company, Inc., a Radio Corporation of American Subsidiary."

As a protest against the Columbia News Service, the two newspapers in Charlotte, N. C., the Observer and the News and the Oklahoman City Daily Oklahoman and Times have eliminated radio programs along with all other forms of radio news.

"In view of this direct invasion of the newspaper field", the Daily Oklahoman announced, "we do not feel justified in further cooperation with the Columbia chain."

A weekly sheet, Radio Aircast Weekly, immediately appeared on the streets of Charlotte carrying the week's programs for WBT and WSOC, local stations. It sells for five cents. Southern Radio News, Birmingham, Ala., is also making arrangements for a branch office here to issue a program weekly.

W. A. Schudt, Jr., manager of WBT, said that the two publishers had protested against the new Columbia news service and answered that this had been used only after the two papers and news services refused to supply material for news programs. He added that all news programs were concluded with: "For further details read your local papers."

Richard C. Patterson, Jr., Executive Vice-President of the National Broadcasting Co., Inc., announces the appointment of Don U. Bathrick as District Manager in Detroit, effective Nov. 1.

Previously to joining NBC, he was with General Motors and the Ford Motor Company. At one time he was Assistant General Sales Manager of the Pontiac Division of General Motors until the formation of the Buick-Oldsmobile Pontiace Sales Co.

CODE SUBMITTED TO GENERAL JOHNSON AND PRESIDENT

The Broadcasters' Code has now been submitted to General Hugh S. Johnson and the President. It is substantially as presented in the copy sent to you November 10th with the exception of the following changes which have been made since that date.

Page 2 - Article III, 1(a), Line 7 - delete words "or employees".

Page 3 - Article III, 1(e), Line 3 - 4 - delete words "an average of"
Line 5 - insert words "averaged over" after word "work".

Page 4 - Article IV, 1(b), Line 2 - delete the words "at a rate of" after the word "paid" and insert the same words after the word "than" same line.
Line 5 - insert the words "for such employees" after the word "pay".

Page 5 - Article V, 5 Line 3 - insert the following sentence at the end of Section 5:

"Where on November 1, 1933, any broadcaster paid broadcast technicians wages in excess of the minimum herein provided for or worked such employees a lesser number of hours per week than herein permitted, such higher wages and such lesser number of hours shall be deemed to be and are hereby declared to be the minimum scale of wages and maximum number of hours with respect to such stations."

Page 5 - Article VI, Section 3 - Delete the entire section and number the following paragraphs in accordance therewith.

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DISTRICT COURT UPHOLDS RADIO COMMISSION

The Supreme Court of the District of Columbia before Justice Proctor, today in the matter of U. S. ex rel Moore vs. Federal Radio Commission, on argument of Commission's demurrer to petition and traverse of petitioner Moore, the Court sustained the Commission's demurrer, discharged the rule to show cause and dismissed the petition of Moore.

This was a Mandamus case seeking to compel the Commission to revoke the license of WMAL on the ground that it was owned by the National Broadcasting Company, a subsidiary of the

Radio Corporation of America which it was alleged was guilty of violating the anti-monopoly law.

A similar suit had been filed by C. Wood Arthur but was dismissed on the ground that Arthur had no financial interest in the licensee. Moore claimed a financial interest due to the fact that he had lost his position. The remedy here, according to the Court, was for Moore to sue the National Broadcasting Company for any loss he may have suffered.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Nov. 14, 1933)

KFPM, Dave Ablowich, d/b as The New Furniture Co., Greenville, Tex., unlimited time privileges on days the Greenville High School football team plays to December 1, 1933; WKBN, WKBN Broadcasting Corp., Youngstown, Ohio, special temporary authority to operate from 1 to 3 P.M. EST, on Thursday, Nov. 30, provided WOSU remains silent; KQV, KQV Broadcasting Co., Pittsburgh, Pa. special temporary authority to operate from 5:15 to 3:30 P.M. EST. on Sundays during remainder of the month of November and December provided WSMK remains silent; WSMK, Stanley M. Krohn, Jr., Dayton, Ohio, special temporary authority to operate from 7:15 to 7:30 P.M. EST, on Sundays, during remainder of month of November and the month of December provided station KQV remains silent.

Also, W1OXAD, Bell Telephone Laboratories, Inc., NC-417-H and W2XBY, NC-952-V, renewal of special experimental licenses in accordance with existing licenses; Henry J. McFerren, Tiffin, O., renewal of present temporary amateur operator's license with unlimited phone privileges; because of blindness he is unable to appear for examination.

Miscellaneous

KWEA, Hello World Broadcasting Corp., Shreveport, La., application for consent to voluntary assignment of license to International Broadcasting Corp., designated for hearing because of protest filed Nov. 6, 1933, by Ark-La-Tex Radio Corp., Shreveport. Pending hearing the International Broadcasting Corp. is permitted to continue the operation of station KWEA in accordance with original grant made Oct. 31, 1933, pursuant to Rule 46; KECA, Earle C. Anthony, Inc., Los Angeles, Cal., denied petition to consolidate hearing on protest of KECA against granting of application of KFAC for increased hours of operation scheduled for hearing Dec. 5, 1933, and application of Earle C. Anthony, Inc., for increase in daytime power from 1000 watts to 2500 watts.

Ratifications

KSEE, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate additional transmitter pending receipt and action on formal application, frequency 375 to 500 kc., 50 watts; KMMJ, M. M. Johnson Co., Clay Center, Neb., granted authority to take depositions of witnesses on Nov. 15th - action taken Nov. 8th on both preceding authorizations; Action taken Nov. 10: KGFL, KGFL, Inc., Roswell, N. Mex., granted extension of special temporary authority to operate without approved frequency monitor for period of 10 days from Nov. 10; WMEF, National Broadcasting Co., Inc., Washington, D. C., granted authority to use station to make equipment tests in vicinity of Boundbrook, N. J., 1566 and 2390 kc., 100 watts; Action taken Nov. 11: KMPC, Beverly Hills Broadcasting Corp., Beverly Hills, Cal., granted special temporary authority to operate without frequency monitor for period of 10 days, provided assigned frequency is maintained.

Oral Argument Granted

The Commission, sitting en banc, will hear oral arguments on December 13, 1933, beginning at 10 A.M. in re Examiner's Report 512, in which the Examiner recommended that Don Lee Broadcasting System be permitted to erect a new radio broadcasting station at Redlands, Cal., to operate on 780 kc., 500 watts, unlimited time - the facilities in terms of units of stations KTM and KELW.

Attorneys for interested parties will be granted 30 minutes each for argument.

Application Denied

WJBW, Charles C. Carlson, New Orleans, La., denied authority to operate unlimited time on frequency 1200 kc., pending decision on application requesting unlimited time.

Set For Hearing

Grand Isle Wireless, Inc., Grand Isle, La., C.P.s for two new fixed public point-to-point telg. stations, 194 kc., 50 watts.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF NOVEMBER 17, 1933.

No. 674

WOULD STRENGTHEN AMERICAN SYSTEM INSTEAD OF ADOPTING BRITISH

(Note: These are the observations of Commissioner Hanley of the Federal Radio Commission apropos the debates being carried on by the International University Extension this season in the colleges and high schools in 28 States on the question of the advisability of the U. S. Government adopting legislation providing for the regulation and control of radio similar to the system now used in Great Britain.)

The relative merits of the American and British systems have been discussed sporadically for some time in and out of Congress, but the question will probably come to a head this Winter as a result of the enterprise and ingenuity of the National Committee on Radio in Education representing a group of educators who will appeal to Congress to make a special investigation of radio at home and abroad. It is contended by this Committee that use of radio for education is sorely neglected under the American system and is subordinated to the use of radio for purely commercial purposes. With that general conclusion, I am in full accord, although it is my contention that the American system can be changed to meet the demands of the educators without doing violence to its basic principles. It therefore gives me pleasure to make some observations on the relative merits of the two systems.

Our plan tends toward national unity, promotes musical culture and appreciation, banishes provincialism and sectionalism, prevents disintegration of our people into classes, and brings to our people, even in remote sections, the inspiration of religion and other messages of men and women of outstanding achievements and mentality.

The Press, about six weeks ago, carried the following item:

> "If you have any comments or kicks about radio programs send them along to the Federal Radio Commission. That invitation was extended today by Commissioner James H. Hanley of the Commission. He wants to get listener reaction and 'let the people rule radio' by expressing their likes and dislikes."

Although this notice appeared in practically all of the large daily and weekly papers throughout the country, less than a hundred responses came to the Commission or to myself. Those were from all sections of the country, and less than fifteen had any serious criticism of our system, and the conclusion can well be drawn that the people, generally, throughout the United States are pretty well satisfied with radio reception.

There is too much duplication of chain programs, too much offensive sales talks, too few educational programs, too many programs tending to develop religious agitation and too much trafficking in radio facilities; also a tendency towards a monopoly on the part of certain groups.

Personally, I am in favor of more local stations and I am very sympathetic towards the plans of the educators for additional radio facilities.

The Commission and the Courts have held that programs tending to develop religious agitation are not in the public interest.

Advocates of our present system of radio control point with pride to the fact that 45% of the radio sets in use in the world are to be found in the United States, claiming this is an endorsement of its popularity and superiority.

Under the British system, a tax of approximately $2.50 per year is placed on all receiving sets. At present there are in use 17,000,000 sets in this country, which if taxed at the same rate would mean the listeners would be forced to pay annually $42,500,000.00 for use of their radio sets. Now the only expense to the listener is the cost of the set, its installation and upkeep. The British system costs the taxpayers approximately $7,000,000.00 to support, obtained through the tax of the 4,470,000 sets in operation.

Governmental broadcasting since it is supported by the State, in Great Britain, according to William Hard, American journalist, must be careful not to offend the State and must therefore, while it escapes "commercialization", embrace "governmental responsibility, and a censorship far beyond any control known among us".

Which recalls that recently the press carried reports to the effect that Lloyd George and Winston Churchill were denied the right to use the facilities of the British Broadcasting Corporation, because Sir John declared they no longer represented important political parties.

No such discrimination could be practiced here. Minorities are usually accorded the same privileges as majorities and anyone with a worth-while message is accommodated as a rule by our broadcasting stations.

Here the 600 licensees are individually responsible for the kind of programs broadcast. Instead of one radio czar as in England, we have more than 600 here, with the Federal Radio Commission sitting as a quasi-judicial body.

There are long periods through the day when no programs are on the air in England. Here one can obtain radio service day or night to gratify his peculiar whim, fancy or inclination at the time.

It is our diversity of programs which is one of the chief virtues of the American system, appealing, as they do, to all elements of our population.

In a recent report to the U. S. Senate, the Federal Radio Commission outlined several possible plans whereby our broadcasting system could be operated under government control. One plan calls for a system whereby 1000 low-powered stations would be established in the 48 States to take care of the varying areas, population and interests. That plan, it is estimated, would require an initial cost for installation of $120,000,000 with annual maintenance cost of $100,000,000. Another plan would be to provide one or more stations for each State to give programs of interest to the States, and several high-powered stations for national coverage. This plan, it is estimated, would require an initial investment of $50,000,000 with an annual maintenance cost of the same amount.

So it would seem that the best and most economical thing for us to do would be to strengthen the radio structures we have erected through years of toil and experience, eliminating offensive features and strengthening weak spots.

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REMNANTS OF A.B.S. GROUP FORM COOPERATIVE NET

A cooperative network for the mutual exchange of programs has been formed by Stations WTNJ, Trenton, 500 watts power, WCBM, Baltimore, 100 watts, WPEN, Philadelphia, 100 watts, WDEL, Wilmington, 250 watts, and WOL, Washington, 100 watts. These stations formed a part of the ill-fated Amalgamated (Ed Wynn) Broadcasting System and now have resumed using the same wires. It was said that announcement would soon be made of the inclusion of two New York stations which will be merged giving the new network a 1,000 watt outlet in Gotham.

About 20 names have been submitted for the chain with the probability that the one to be finally chosen will be "The General Broadcasting System."

"It really should be named the 'Gold Network'", one of the station owners in the combination said, "because it covers a territory between New York and Washington with a population of 12,000,000 persons which is perhaps the finest trading area in the United States. The network is a cooperative undertaking among the stations themselves in which they exchange programs with each other.

"At present a program of three hours a night is available to every station which they can take or leave, depending upon their local contractual obligations. Among the features that have already been shared, or are to be shared by these stations are Herb Gordon's Orchestra, from Philadelphia, Irving Aronson and the Commanders from New York, and the Washington Catholic Radio Hour. Rabbi Wise was recently heard.

"This network is not burdened by high salaried officers, has no expensive offices to keep up or have we any other heavy overhead. It is a strictly mutual arrangement and nobody is receiving a cent. As it works out, we may add a part or full-time employee here or there. There are no policies to maintain and each station is left entirely free to enter into contractual agreements for the sale of individual time.

"Likewise we have no delusions of grandeur such as reaching out to the Pacific Coast. If stations adjacent to network stations, say such as Petersburg, Va., or Roanoke, Va., in the territory of WOL in Washington, should want a program regularly or now and then, we will be glad to include them. We might possibly go up to Boston to get into the rich New England territory.

"The chain as now organized will permit us to sell a good program in Philadelphia, Wilmington, Trenton, Baltimore and Washington to an advertiser at just about half what the cost of covering these five cities would be with either of the two big networks. In the meantime, we are offering each of our stations the pick of the best programs of the other of our stations in these cities."

WPEN, in Philadelphia, is at present acting as the key station of the net network.

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ASK JUSTICE DEPARTMENT TO INVESTIGATE COPYRIGHT PRACTICES

A resolution demanding an investigation of "monopolistic copyright practices" has been filed with Assistant Attorney General Joseph B. Keenan, in charge of the Criminal Division of the Department of Justice by the Music Users' Protective Association of America. The resolution was adopted at a mass meeting held in Baltimore to combat the licensing methods of the American Society of Composers, Authors and Publishers. Copies were also sent to the Federal Trade Commission and all members of the Senate and the House of Representatives.

The resolution sets forth that "the control of practically all the musical compositions in America has passed from the individual composers to a certain group of individuals who have combined themselves into an organization holding a monopolistic control over practically all musical compositions in the United States, and that this group of individuals by virtue of the Copyright Laws of the United States are unregulated as to fees to be charged for the use of the music."

It sets further that the "combination of certain groups, unrestricted by law, is gradually extending its sources of revenue, often collecting as many as three separate license fees for the rendering of one musical performance, which by fiction of law has been interpreted as three separate performances."

In conclusion the resolution urges that all data in the possession of the Music Users' Protective Association be forwarded immediately for action thereon to Attorney General Keenan, Federal Investigator, appointed to investigate "commercial racketeering", and to Simon E. Sobeloff, U.S. District Attorney for Maryland.

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DALRYMPLE GETS JOB HUNTING RADIO BOOTLEGGERS

Major A. V. Dalrymple, formerly Prohibition Director, now Assistant to the Attorney General, has been assigned by the Department of Justice to investigate "broadcasting bootleggers" in Texas. At the Federal Radio Commission considerable surprise was expressed over the Department of Justice's interest. Heretofore the Commission has done its own investigating.

At Grand Island, Nebr., the Commission, at a cost of $700,000, has erected a radio super-station. This station is able to pick up any other station in the world, to tell exactly on what wave length it is operating and from which direction. For some time waves that didn't show any evidence of being

licensed were coming in from the direction of Texas. That called for investigation.

Investigation consists of driving a radio truck around Texas until a bootleg wave assumes volume and then finally apprehending the unlicensed operator. Sometime ago the "radio bootlegger" abounded in Texas.

There is a school of thought which holds that if radio waves don't cross a State line, it is none of the Commission's business. The Commission, however, takes a different view of this.

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SEES NO COMMUNICATIONS BILL ACTION UNTIL AFTER XMAS

The opinion was ventured by Senator C. C. Dill, Chairman of the Interstate Commerce Committee that even if a Communications Commission Bill is introduced before that time, it will probably be after Christmas before Congress really "gets down to business" on it.

Senator Dill said that Committee recommendations on the bill would probably be made before that time but said there was still a great deal to be done as the Commission was still analyzing previous bills. Senator Dill said he had discussed the matter with the President prior to the latter's departure for Warm Springs but that Mr. Roosevelt as yet had not reached any conclusions in the matter. Senator Dill concluded that as yet it was far too early to say with any degree of accuracy what form the Commission's recommendations might take.

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THREE NEW 50 KW STATIONS

As a result of the Radio Commission's recent decision to allow maximum power to all clear channel stations, WGN, of Chicago, WBZ, Boston, and WHAM, Rochester, have been granted permission to broadcast with 50 KW power. They are now using only half that power but are expected to increase their output at once.

Applications for 50 KW are now pending for WMAQ, Chicago, WHAS, Louisville, KNX, Hollywood, and WBT, Charlotte. They all operate on clear channels, WMAQ using 25 KW and WHAS, KNX and WBT, 5 KW. There are at present 22 stations broadcasting with 50 KW but several share time at night.

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BUSINESS LETTER NOTES

Eugene O. Sykes, Chairman of the Federal Radio Commission, and Senator Harry Flood Byrd, of Virginia, will speak in a program and reception dedicating the new studios of WJSV, Washington, to be heard over the Columbia network at 9:00 P.M., EST., Thursday, Nov. 23. They will be introduced by Henry Bellows, resident Vice-President of Columbia in Washington.

The new president of the Institute of Radio Engineers is C. M. Jansky, Jr., of Washington. Balth Van der Pol, of Holland, was elected Honorary Vice-President. Directors elected for three-year terms were John V. L. Hogan, New York consulting engineer; William Wilson, Bell Laboratories, and Arthur Batchellor, Radio Commission Supervisor, New York.

The Radio Division of the U. S. Shipping Board Emergency Fleet, of which H. C. Moore was the head, was abolished November 15th.

The Radio Commission has approved the frequency monitor for broadcast stations developed by the Hygrade-Sylvania Corporation of New Jersey.

In line with its policy of making latest improvements available to owners of its apparatus, Western Electrid has produced a set of conversion parts for its 6 type (1 kilowatt) radio broadcast transmitters. This equipment, in addition to eliminating motor generators, will increase the modulation capability of transmitters of this type to 100 per cent by increasing the plate voltage applied to the last radio frequency power amplifier from 4,000 volts to 5,000 volts.

"It seems to me that clear thinking ought to keep the problem of the radio and of the press quite separate, and this in more ways than one", Prof. Lindsay Roberts, Deputy NRA Administrator, said addressing the Newspaper Guild of New York.

"In the first case, it is inconceivable that we could have broadcasting without some measure of supervision. A newspaper can be printed in any form that the proprietor desires without preventing the publication of another newspaper. But unless broadcasters are limited to different wave lengths, they interfere with each other.

"Again it is particularly true in respect of broadcasting that the flowing voice speaks and having spoken moves on and nothing can cancel half a syllable. We must therefore have some control in advance to erect safeguards against obscenity and libel."

A theory that the moon is charged with radium was announced by Dr. Harlan T. Stetson, Ohio Wesleyan University astronomer.

Traveling with the speed of light, these invisible lunar radium rays seem to penetrate deeply into the earth's atmosphere, sufficiently to disturb radio reception in home sets, he said.

The evidence for their existence is found in radio tests which Dr. Stetson said were made recently between Chicago and Delaware, Ohio, and in some volcanic deposits just uncovered at Naples, Italy.

Accurate directional beams and two-way radio communication will be an important part of the seadromes the establishment of which the Government is backing. Radio beacons and radio telephones will be used.

Rescue boats will be guided by radio; radio compasses will be used to give bearings to ship and shore stations on the shipping wave band. The radio plan is being worked out by the General Electric and the Bureau of Standards.

Experiments authorized by the Radio Commission in the hope of lessening interference between KSTP, St. Paul, and WJSV, at Alexandria, Va., have given rise to report that the programs of these stations are to be synchronized. This is erroneous. Both stations operate simultaneously on the same frequency, 1460 kilocycles, and the same power, 10,000 watts. Since WJSV moved to its new location just across the Potomac from Washington, KSTP has experienced greater interference than heretofore and the experiments now being conducted are for the purpose of eliminating this and not with a view to synchronizing the stations, one of which is an NBC outlet, and the other Columbia.

The NBC News Service came out with a 32 x 22 inch printed broadside almost twice the usual size, in honor of Radio City opening. Instead of being illustrated by conventional studio portraits, live news snapshots of various celebrities were printed, most of which were made available to newspapers free of charge. It was one of the season's most notable publicity efforts and revealed the fact that the NBC Press Department is keeping up

with the procession and developing in a manner creditable to the rest of the great and growing organization.

There has been a noticeable playing up of the Radio Corporation of America in all NBC publicity in connection with NBC's moving into Radio City. Heretofore there has been little or no mention of RCA but evidently there has been a decided change of policy in this connection.

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CODE MAY BE SIGNED ANYTIME NOW

The Broadcasters' Code went to the White House for the President's signature just prior to his departure for Warm Springs and it is expected that he may sign it at anytime. No further changes have been made and it stands as printed here, with corrections, earlier in the week.

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THE LISTENER'S END OF THE RADIO TRAIL

With all the magnificent new studios, costly transmitting plants, and expensive programs of modern broadcasting, it seems pitiful that the listener's "end of the radio trail" in most cases is a flimsy wire picking up noise and interference and feeding into a tiny midget set which reproduces a mere travesty of the studio quality, says Electronics.

"Poor sets and careless ignorant installing have made terrific inroads into the good-will of the broadcasters these past two years. It is time for an aggressive effort to be made toward quality of receivers sold, and correct installation", the magazine continued.

"This is the next big job to be done, if broadcasting is to endure as a great artistic medium."

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Nov. 17, 1933)

WJBW, Chas. C. Carlson, New Orleans, La., license covering move of transmitter and studio locally, 1200 kc., 100 watts, shares equally with WBBX; WFIW, WFIW, Inc., Louisville, Ky., modification of C.P. approving exact location of transmitter at Brown Hotel, Louisville, studio at same location; WBBX, Samuel D.

Recks, New Orleans, La., extension of special authority to remain silent from Nov. 15 to Dec. 1, 1933; WMBH, W. M. Robertson, Joplin, Mo., modification of special temporary authority to operate from 2:30 to 6 P.M. CST on Nov. 17 and 30, 1933, instead of from 3 to 6 P.M. as authorized on Sept. 29th, due to change in football schedule; WSVS, Seneca Vocational High School, Buffalo, N. Y., special temporary authority to operate from 8:15 to 9:30 P.M., EST on Monday evenings Nov. 20 and 27, Dec. 4, 11 and 18, 1933.

Also, Bridgeport Police Dept., Bridgeport, Conn., C.P. for general experimental purposes, frequencies 30100, 33100 37100, 40100 kc., 25 watts; City of Union City, Union City, N. J. general experimental C.P.s, frequencies 30100, 33100, 37100, 40100, 86000 to 400000 and 401000 kc., and above, 25 watts power; 4.5 watts power; same for 3 new C.P.s.; Commonwealth of Pa., Pa. State Police, Harrisburg, C.P. for special experimental service 1674 kc., 1 KW; Aeronautical Radio, Inc., Kansas City, Mo., three special experimental C.P.s 3088 and 3072.5 kc., 30 watts; W9XE, Gen. Household Utilities Co., Marion, Ind., Experimental Visual Broadcasting C.P. to move transmitter from Marion, Ind. to 2838 Crawford Ave., Chicago, frequencies 42000-56000 and 60000-86000 kc., 1 KW; City of Minneapolis, Minn., C.P. for police service, 2430 kc , 400 watts.

Also, National Broadcasting Co., Inc.; New, Portable and mobile, general experimental C.P. frequencies 17310, 23100, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000, 40000, 401000 kc., and above, 15 watts power; W2XBS, New York, experimental visual broadcasting C.P. to move transmitter to Bellmore, N. Y., and change frequencies to 2750-2850 kc.; City of Santa Fe, Santa Fe, N. Mexico, C.P. for police service, 2414 kc., 25 watts; Sigurd Hopstad, Akiak, Alaska, C.P., fixed public point to point telg. 262 kc., 100 watts; Pan American Airways, Inc.; W10XL, and W10XK, Portable and Mobile, licenses (General Experimental), 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 kc., 350 watts power; Ramler Co., Ltd., W6XC, San Francisco, Cal., general experimental license 41000 and 51400 kc., 5 watts; W3XAY, The Atlantic Refining Co., Philadelphia, Pa., special experimental license, frequencies 30200, 35800, 41800, 42200, 47800, 48200, 53800, 54200, 60200 kc., 2 watts; WPGF, City of Providence, R. I., Board of Public Safety, Police Dept., modification of C.P. to extend completion date to Dec. 1, 1933;

Also, W2XET, State of New York, Dept. of Correction, Sing Sing Prison, Portable and Mobile, and W2XEU, Ossining, N.Y., modification of C.P.s extending commencement date to March 1, 1934, and completion date to April 29, 1934; W9XC, U. S. Radio & Television Corp., Marion, Ind., modification of special experimental license to change name from U. S. Radio & Television Corp. to General Household Utilities Co.; Gulf Research & Development Corp.; KGXY, Portable, KGXT, KGXS, renewal of geophysical licenses, frequencies 1602, 1628, 1652, 1676, 1700 kc., 10 watts; KGNR, same except 50 watts; Dr. George W. Kirk, Curtice, Ohio, permission to take amateur operator examination waiving Rule 404, due to physical disability.

Application Denied

WJJD, WJJD, Inc., Mooseheart, Ill., denied request for special temporary authority to operate each evening until 8:30 P.M. in accordance with consent to KSL, the dominant station on that frequency

Action On Examiner's Report

New - Greensburg Broadcasting Co., Greensburg, Pa., denied C.P. for new station to operate on 1420 kc., 100 watts power, daytime hours, sustaining Examiner GeorgeW. Hill.

Ratifications

Action taken Nov. 13: WJEJ, Hagerstown Broadcasting Co., Hagerstown, Md., granted special temporary authority to operate without a frequency monitor for period of 10 days, in order that monitor may be sent back to factory; WMCV, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate station aboard vessel "Howard" as 1st and 3rd class, instead of 1st class, pending action on formal application; Action taken Nov. 14: KDEW, The Proctor & Gamble Transp. Co., "Camor", New York, granted new third class public service license; WGCM, Great Southern Land Co., Gulfport, Miss., program test period extended 30 days pending action on license application;

Action taken Nov. 15: KJTY, Richard E. Byrd, "SS Jacob Ruppert", special temporary authority to operate station on frequency 9520 granted for period of 15 days from Nov. 15; WLBC, Donald A. Burton, Muncie, Ind., granted special temporary authority to operate simultaneously with WTRC from 6:30 to 7:30 P.M., Nov. 17, 24, 29, 1933.

Set For Hearing

WJEJ, Hagerstown Broadcasting Co., Hagerstown, Md., C.P. to change frequency from 1210 to 1330 kc., increase power from 100 watts to 1 KW, install new equipment and move transmitter locally.

Amateur Licenses Granted

The Commission granted 252 amateur station licenses, of which 53 were new and 199 were modifications or reissues with renewed amateur operator licenses.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF NOVEMBER 21, 1933.

No. 675

RADIO COMMISSION CHAIRMAN FELICITATES NBC

Congratulating the National Broadcasting System upon "the wonderful public service it has rendered", Eugene O. Sykes, Chairman of the Federal Radio Co mmission speaking in connection with the NBC Seventh Anniversary celebration likewise paid tribute to the Advisory Council.

"The National Broadcasting Company has an Advisory Council composed of fifteen or twenty of the ablest and most prominent citizens of the country who meet once a year to discuss the policies of this company. This Council has committees on agriculture, education, labor, religious activities and women's affairs. Most careful study and thought are given to the programs which are broadcast by this system", Judge Sykes said.

"The nature and character of the programs broadcast under the guidance of this committee have well justified the wisdom of its selection and the great service it has rendered this company and the people of the United States.

"Seven years ago, generally speaking, radio reception was not good, due for the most part to the indiscriminate use of these channels by broadcasting stations which, at that time, were not subject to governmental control. A radio receiving set, at that time, was considered a luxury, today it has become a necessity.

"During this time radio broadcasting has grown to be one of our greatest factors in molding the thoughts and opinions of our people. Due to our system of chain broadcasting, our people are kept informed by speeches and discussions of our prominent officials and citizens upon the problems of the hour.

"Programs, both of an educational nature, as well as those relating to agriculture and industry, are brought to them. It is their privilege to listen to programs of music and art. In short, it is their privilege to tune in on programs of a most diversified character.

"On the other hand, because of the fact that these programs are carried into millions of homes, a great responsibility rests on the broadcaster to see that their nature is such as to promote for right character building and good citizenship."

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CANADIAN OFFICIAL DENIES BREAKDOWN POSSIBILITY

Denial that there is a chance of the Canadian broadcasting dreaking down is made by E. C. Buchanan, Director of Public Relations, Canadian Radio Commission, in a letter from Ottawa to the National Committee on Education by Radio.

"Rumors traceable to commercialized radio interests in the United States had hinted that the Canadian radio system was in danger of breaking down because of the dissatisfaction of listeners over the payment of license fees", the Committee declares in making the contents of Mr. Buchanan's letter public. The National Committee on Education wrote to the Canadian Radio Broadcasting Commission asking for the facts in the case.

The Canadian radio official's letter follows:

"I am glad of the opportunity afforded by your letter this morning to let you know what the situation is in regard to the rumor in the United States about payment of receivers' license fees. I may tell you in general terms that there is no foundation for the rumor. Upon receiving your letter I communicated with the branch of the service responsible for collecting the fees. I learned that last year fees were collected from 98 percent of the people who, according to the census, owned receiving sets, and the collection officials anticipate that this year's results will not fall far short of last year's.

The collection year corresponds to our fiscal year which expires March 31st, so that there are still five months of the present year to run. Collections have been a little slow for the first seven months but there have been other causes than any dissatisfaction on the part of Canadian listeners with the Commission's broadcasting service. Hard times have supplied one cause and I may tell you that some people who just could not afford to pay have been treated leniently. Then at Windsor, Ontario, there have been a couple of test cases in the courts in which a contention that the owner of a receiving set need not pay the fee because it could not be proved that he operated the set has been upheld. These court decisions have had wide publicity and have encouraged a number of people to postpone payment. The decisions will be appealed and if that course fails, the Act, of course, can be amended.

"Some months ago there was considerable agitation in some districts, particularly in Totonto and in the West, against the Commission's service, largely against the broadcasting of French programs. This has pretty well died down and within the last few weeks the Commission's service has been coming in for a great deal of commendation and is quite clearly pleasing large numbers of people especially in the West and in the Maritimes where previously radio service had been anything but adequate. This improved sentiment, one would think, should assist in the collection of license fees.

"I can assure you that there is no question of our system breaking down from the cause you suggest or any other. My own observation is that national radio has been gaining in favor rapidly in recent weeks."

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BARRANQUILLA, COLOMBIA, TO HAVE RADIO TELEPHONE SERVICE

A radio telephone system is now being installed in Barranquilla, Colombia. Consul Erik W. Magnuson advises that the installation will be completed by the middle of next month.

The service will be routed via Bogota, the capital of Colombia, and extend to any part of the world connected up with radio telephone equipment. Upon the completion of the system in Barranquilla, radio telephone stations will also be installed at Cartagena, Santa Marta, and Medellin.

The telephone rates between Barranquilla and the United States have not yet been fixed but Consul Magnuson believes that they will amount to approximately $9 from Barranquilla to Miami, Florida; $12 to New York, and $16 to Chicago.

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WISCONSIN ORGANIZATION DEMANS ASCAP INVESTIGATION

Petitions demanding that Congress investigate the "discriminatory policy" of the American Society of Composers, Authors and Publishers are being circulated by the American Society for the Advancement of Public Music, a civic non-profit organization, of which Charles L. Mullen, Milwaukee, Wis., is general counsel, according to word received by the National Association of Broadcasters in Washington.

Mr. Mullen claims that the ASCAP has abused the copyright law; that the group collects excessive royalties from radio stations, hotels, theatres and dance halls where copyrighted music is played and that the organization completely controls popular music.

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TUGWELL BILL HEARING DECEMBER 7

There will probably be plenty of fireworks at the Senate hearings beginning Thursday, December 7,on the bill introduced by Senator Copeland, of New York, better known as the Tugwell Pure Food and Drugs bill. Who the speakers from the ranks of the broadcasters will be has as yet not been decided but it is expected that the radio industry will be well represented and will oppose certain provisions of the bill vigorously.

Commenting upon the Tugwell bill, James McMullin has this to say about it in the "National Whirligig" published by the McClure Newspaper Syndicate.

"The Tugwell purity-in-advertising bill (referred to previously) is stirring as much consternation among certain food and drug people as the Securities Act did among investment bankers.

"They admit no quarrel with the motive but insist it's a case of too many teeth again. One expert proclaims it will mean the hamstringing of 90 per cent of the familiar advertising claims. Even inferences which perfectly ethical advertisers like to believe sound are out unless they can be scientifically proved. And what fun it's going to be to write copy then!

"The opposition still hopes to get the bill modified before it is passed but are having trouble getting organized for the purpose. They don't want to stick their necks out too far. Those who have contacted Professor Tugwell recently say that the rumor he has been moved out of the administration's throne room is as wet as the Atlantic.

"Although the bill is as yet only a kite, the Tugwellian wishes are being observed by corporations anxious to avoid argument. One of them calls for a detailed analysis of contents on food and drug packages. The package of one branded product had to be enlarged to permit the printing of the formula in readable type. "

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WONPICK TO PICK 'EM

Sam Pickard, Vice-President of Columbia, and Tony Wons have organized the "Wonpick Corporation of Manhattan."

Sam says they plan to retail a certain product beginning January 1st.

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RKO BUILDING SUPPLIES RADIO TO 1200 OFFICES

In anticipation of a wider use of broadcasting facilities for the dissemination of business news, Rockefeller Center, Inc., in RadioCity, New York, has completed a central radio receiving system by which air programs will be made available to all offices in the thirty-one-story RKO Building at Sixth Avenue and Fifty-first Street.

The system provides antenna and ground connections for about 1,200 individual radio receivers operating on a single aerial of a new type.

The equipment is known as the Antenaplex system and is a recent development of the RCA Victor laboratories in Camden, N. J., provided through a distributing subsidiary, the Commercial Sound Radio Corporation. Although radio facilities have been made available in the past to hotel and apartment residents, the RKO Building system is said to be the first in which the reception of broadcasts has been made possible throughout a modern office building.

A central aerial atop the building eliminates the maze of lead-in and antenna wires disfiguring the roofs of many apartment buildings. Receiving sets of any standard type may be used in the office.

The system is expected to be of especial benefit to the many tenants associated with entertainment and broadcasting.

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BROADCASTERS' CODE EXPECTED TO BE SIGNED BY JOHNSON TODAY

The revised Broadcasters' Code was on General Johnson's desk today (Nov. 21) awaiting his signature and it was expected that he would surely sign it today, taking it with him when he leaves to fill a speaking engagement in the South on Thursday. It is understood that he is to take up the question of the code with President Roosevelt while in the South, seeking to receive the President's approval of it. The Code becomes effective about two weeks after the President signs it.

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S.O.S. RECOMMENDATION ADOPTED BY RADIO COMMISSION

As the outcome of a resolution submitted by Commissioner Harold A. Lafount on September 15, 1933, the Federal Radio Commission today (Nov. 21) adopted a recommendation made by the Engineering Division to expedite radio communication during catastrophies brought on by winds, floods, earthquakes, fires, etc.

The plan, as approved by the Commission, provides that local emergency committees be encouraged to organize and coordinate all forms of existing communication agencies to provide emergency communication and make full use of the provision of new Rule 23 which provides:

"The licensee of any radio transmitting station may, during a period of emergency in which the normal communication facilities are disrupted as a result of hurricane, flood, earthquake, or similar disaster, utilize such station for emergency communication service in communicating with points other than those specified in the station license, provided (1) that at the beginning of such emergency use immediate notice be sent to the Federal Radio Commission and the inspector in charge of the district in which the station is located, stating the nature of the emergency and the use to which the station is being put; and (2) that the emergency use of the station shall be discontinued as soon as substantially normal communication facilities are again available, and the Commission and inspector in charge be notified immediately when such special use of the station is terminated. The Commission may at any time order the discontinuance of such service."

Where it is shown that a local emergency communication network is needed, the agency desiring to operate the network may request facilities in accordance with Rules 325 and 339 to 342 inclusive.

Rule 340 was amended to read as follows:

"Special emergency stations may be used only in an emergency when all forms of wire communication fail; except, however, they may also be used for testing purposes not to exceed two hours per week provided that, before the station is used for testing, it shall be ascertained that the frequency is clear and that no interference will result to other services."

Action by the Commission followed a conference of Government communication agencies and other interested organizations, during which the matter was fully discussed and a divergence of opinion was crystalized, although the conference made no recommendations.

The conference was called by Dr. C. B. Jolliffe, Chief Engineer of the Federal Radio Commission. Attending the conference were representatives of the War and Navy Departments,

American Red Cross, Aeronautical Radio, Inc., National Association of Broadcasters, Treasury Department, Mackay Radio & Telegraph Company, American Telephone and Telegraph Company, RCA Communications, Inc., Airways Division, Department of Commerce, American Radio Relay League, and the U. S. Coast Guard.

At the conference Captain S. C. Hooper, Director of Naval Communications, in a memorandum declared that "From a broad standpoint, it appears desirable to develop an emergency plan which will (a) be placed in operation by the particular agency nearest the scene of disaster; (b) provide definite known channels for handling emergency traffic; (c) utilize existing communication systems to the fullest extent practicable; (d) avoid duplication of effort; (e) provide a coordinating agency."

Dr. Jolliffe, in his recommendations to the Commission, pointed out that existing radio agencies cover practically every part of the United States and that the greatest need in preparing for an emergency in a community is to organize and coordinate existing facilities.

The proposal of Commissioner Lafount to allocate one or more frequencies for a national emergency service was rejected on the ground that the plan would require setting up a new organization which would parallel existing organizations.

Mr. Lafount's proposal was the result of an inspection trip this past summer to the Pacific Coast, where he saw the damage caused by the California earthquake last Spring. The suggestion for a national radio emergency service came originally from the Los Angeles relief organization, which has outlined a comprehensive project for communication in case of future disasters.

Commissioner Lafount supported enthusiastically the recommendations of the engineers, declaring his plan was merely a suggestion "from which has emerged a system whereby all communities are assured quick outside communication by radio in event of disasters which cripple or destroy the regular communication channels. Thus radio will add much to its service to the public."

K. B. Warner, Secretary of the American Radio Relay League, representing the 40,000 radio amateurs, opposed the Lafount resolution, pointing out that the amateurs have established emergency radio networks during every disaster since 1919. He said the proposal would limit amateur operation and argued their success in past catastrophies has been the extreme flexibility of their operations. The plan, as adopted, will not restrict the amateurs in any manner or form, but will give them complete freedom of action.

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BUSINESS LETTER NOTES

A shipment of 50 wooden antenna poles for Rocky Point and Riverhead RCA stations, the longest ever to enter the port of New York, is due next Monday with the arrival of the SS "San Lucas" from Everett, Washington. All of Douglas fir, one is 130 feet long and weighs $4\frac{1}{2}$ tons. The others are 120 feet long and weigh somewhat over 3 tons each.

It was necessary to ship the poles on the deck of the steamship. Each "bundle" of poles will require three flat cars.

Sir John Reith, Director of Radio in England, getting ideas at the opening of Radio City was quoted at length by Orrin Dunlap, Jr., in last Sunday's New York Times.

"We have a unique way of producing a radio drama. The players are not confined to a single studio, as in America", Sir John said. "Oddly enough, the English producer never sees the cast during the broadcast. The actors may be scattered in ten different studios. Nevertheless, they are all in the same performance. The producer sits at a control panel. By lights he gives the cues. It is an incredible feature, but it works. The producer knits the program and blends the various parts. He can fade in a band supposedly marching up the street and then adjust the controls so that it vanishes in the distance. We have one studio devoted solely to sound effects. We call it the noise room."

Sir John was surprised to learn that Americans believed a ban existed on political broadcasts in England. He pointed out that the present political series is based in a general way on the number of votes cast in the last general election. Each party is on a ratio. For example, the government is entitled to five broadcasts, the Opposition party to three, and the Liberals to one talk, over a nine-week period.

The John Scott medal for scientific achievement was awarded by the city of Philadelphia to Dr. Frank Conrad, Assistant Chief Engineer of the Westinghouse Electric and Manufacturing Co., Pittsburgh, for his work in radio development.

All three Cincinnati dailies, the Enquirer, the Post and the Times-Star, have ceased printing radio programs.

This was due to the action of Cincinnati Publishers' Association which placed a ban on the further publication of radio programs as news matter. No official statement was issued by the Publishers' Association, but it is understood that the matter of eliminating radio programs has been under discussion by the publishers for more than a year. It is understood that the reason was the constant encroachment of the radio upon the business of the newspapers both in the matter of news dessimination and advertising.

Sunday sections devoted to radio were dropped about 4 years ago and newspapers carried radio programs along with daily news matter. About two years ago the newspapers curtailed their radio announcements, eliminating all advertising features. It is understood that the stations will arrange for independent circulation of their programs to meet demands of radio fans.

"Ed Wynn has decided not to pay out of his own funds the $4,900 in salary claimed by the employees of the bankrupt Amalgamated Broadcasting System", says Variety. "Comic was on the verge of clearing up this end of the ABS' obligations when his lawyer advised him against the move on the ground that if he assumed this debt, pressure would be brought upon him to pay off on others. Irving Trust, as receiver for the ABS, was amenable to taking care of the salary claims if Wynn signed a note for the amount.

The defunct web's employees have been shifting their claims from one law firm to another. Several brought their plaints last week to the attention of a New York City magistrate and tried to prevail upon him to issue summonses against ABS officers in connection with salary checks that bounced back."

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RUDY VALLEE LEADS FALL POPULARITY

Noting that Ed Wynn and Eddie Cantor, 1st and 3rd in the last poll were off the air during that period and that only one woman is mentioned, Gracie Allen, Variety lists the following as the 12 best radio features of the Fall:

1. Rudy Vallee Varieties; 2. Amos 'n' Andy; 3. Burns and Allen - Guy Lombardo Orchestra; 4. Maxwell House Show Boat; 5. Whiteman-Jolson Revue; 6. Jack Benny; 7. Will Rogers; 8. Ben Bernie; 9. Fred Allen; 10. Jack Pearl; 11. Phil Baker; 12. Bing Crosby.

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MUSICIANS WOULD TAG RECORDS

The American Federation of Musicians has filed with the Federal Radio Commission a petition protesting against any change in the regulation requiring stations to announce an electrical transcription as such over the air. Appended to the petition was a request that the union be advised as to the hearing date on the issue so that it could appear to give oral argument.

The action was prompted by a resolution passed by the National Association of Broadcasters in convention last month urging the Federal Radio Commission to eliminate the transcription reference from air announcement and instead permit the stations to describe the disks as a production of the recording company involved.

The argument advanced by the A.F. of M. is that the lifting of the regulation as it now stands would tend not only to deceive the public but induce advertisers accustomed to employing live entertainment to resort to disk version. Substitutions of this sort would bring about an increase in unemployment, which situation would be contrary to the purposes of the NRA.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Nov. 21, 1933)

KBTM, W. J. Beard, Paragould, Ark., C.P. to move transmitter to near Jonesboro, Ark., and studio to Jonesboro, also granted authority to install automatic frequency control at new location; KVOO, Southwestern Sales Corp., Tulsa, Okla., license covering increase in power from 5 KW to 25 KW, installing new equipment changing hours from sharing equally with WAPI, to simultaneous day and sharing night with WAPI, 1140 kc.; WSAI, The Crosley Radio Corp., Cincinnati, Ohio, extension of special authority for 90 days to use 1 KW night, 2½ KW day, using directional antennae, experimentally; WORC, Alfred Frank Kleindienst, Worcester, Mass., extension to March 1, 1934, of special experimental authority to operate on 1280 kc., with 500 watts unlimited (normally licensed 1200 kc., 100 w. unlimited).

Also, WEBR, Howell Broadcasting Co., Inc., Buffalo, N.Y. authority to remain silent on Thanksgiving Day, Nov. 30, to give employees a holiday; WMBH, W. M. Robertson, Joplin, Mo, modification of special temporary authority to operate from 3 to 6 P.M. CST on Nov. 23, instead of same hours on Nov. 24 as granted on Oct. 10th; also granted temp. authority to operateom from 9:30 to 10:30 P.M. CST on Dec. 8, and to operate from 2:30 to 3:30 P.M. CST on Dec. 3, 10, 17, 24 and 31, 1933; WGCM, Great Southern Land Co., Mississippi City, Miss., special temporary authority to

operate from 2 to 4:30 P.M. CST, on Nov. 30, 1933, and from 9:30 to 9:45 A.M. CST on Dec. 31, 1933.

Also, City of Lake Forest, Ill., Police Dept., C.P. for General experimental service, 30100, 33100, 37100 and 40100 kc., 15 watts; State of Michigan, Dept. of Conservation, Portable, two general experimental C.P.s 2398, 3492.5, 4797.5, 26000 , 27100, 31600, 35600, 38600, 41000, 86000-400000 kc., 50 watts; Hershel Talbot Walton, E. Liverpool, Ohio, authority to take examination for Class C amateur privileges, waiving Rule 404, due to physical disability.

Also, Aeronautical Radio, Inc.; New, Elkins, W. Va., C.P. for aviation service 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 4917.5, 5602.5, 5612.5 and 5632.5 kc., unlimited 322.5 kc., day only, 50 watts; KSI, Burbank, Cal., aviation license 2729, 2732, 4110 kc., unlimited 6510, 6520, 6530 and 8015 kc. day only, 500 watts; KGSU, Eugene, Ore., airport license, 278 kc., 15 watts; Mackay Radio & Telegraph Co., Inc.; WSE, Montauk, N.Y., modification of license to change location to Amagansett, N.Y.; WSL, Sayville, N.Y., modification of license to add transmitter type AM-5901-C; WAG, Rockland, Me., modification of license to change description of location to Thomaston, Me.; WLS, Sayville, N.Y., modification of license (marine relay) for additional transmitter; WAG, Rockland, Me., and WSE, Montauk, N.Y. modification of licenses (Marine relay) to change description of location to Thomaston, Me., and Amagansett, N.Y. respectively.

Ratifications

Action taken Nov. 15: WDDA, Mackay Radio & Telg. Co., San Francisco, granted 60 day authority to operate 1 KW spark transmitter aboard vessel "San Pedro", pending receipt and action on formal application; Action taken November 17: WPTF, WPTF Radio Co., Raleigh, N. C., granted special temporary authority to operate without approved frequency monitor Nov. 22 and Dec. 5, also granted modification of C.P. to extend completion date from Nov. 19 to Feb. 19, 1934; WIEK, and WIEL, Atlantic Broadcasting Corp., New York, authority to use broadcast pickup stations Nov. 20 to 27, frequency 1542 and 2478 kc., 50 watts; KIFS, KFJI Broadcasters, Inc., Klamath Falls, Ore., granted authority to use broadcast pickup station KIFS, 1518 kc., 15 watts, Nov. 21, at Keno, Ore., in connection with Community Charity program; WIEX, National Broadcasting Co., Inc., Washington, D. C., authority granted to operate broadcast pickup station, 1566 and 2390 kc., Nov. 17 to Dec. 17 inclusive, in connection stratosphere balloon flight; WSOC, WSOC, Inc., Gastonia, N. C., granted extension of program test period for period of 30 days, pending action on application for license.

Miscellaneous

WHDL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., granted C.P. to move station from Iroquois Hotel to Altamont Hotel, Tupper Lake.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF NOVEMBER 24, 1933.

No. 676

PROPOSES HOUSEHOLD UNIT DISPENSING RADIO, LIGHT, SCENT

Adopting ideas gained at the Century of Progress Exposition, Maj. Gen. George O. Squier, U.S.A., retired, wartime head of the Signal Corps, proposed to the National Academy of Sciences convention at Cambridge, Mass., that there be a combined sound and light distributor.

Describing his plan, General Squier said practical application of the principle would beautify homes now cluttered with inartistic furnishings and would add untold pleasure to automobile touring.

Already he has applied for a patent on his "Radiolite", a graceful tower-like device of heroic size which would be placed at intervals along superhighways. It is about 30 feet high, constructed of aluminium and designed after the morning glory.

The Radiolite is a radio receiving set and its aluminium flower will contain the loudspeaker, or amplifier, from which will issue beautiful music controlled by a central source. At night the tower will be illuminated in fluorescent splendor by indirect lighting. Its inventor also had provided a facility for the diffusion of perfumes, or, should the need arise, insecticides.

Similar application of his plan - the combined distribution of sound and light with artistic effect - would replace what he considers ugliness of present-day radio sets and lighting fixtures in the home with esthetically conceived substitutes, said General Squier.

"Consider", he suggested, "the receiving sets and lamps and other interior fixtures we have today. Then visualize a beautiful array of lilies bursting into sight, at the same time illuminating the room and filling it with choice music from your favorite radio station. All that just by pressing a button."

"And the telephone", he continued. "Look at it. An ugly contraption and one which requires both hands to use. I say, let us have a telephone hooked up with the radio set so that conversation may be carried on in the regular way. You would hear through the loud-speaker, turning a dial to increase or reduce the volume of your friend's voice, and speak into something corresponding to the microphone. Then your hands would be free."

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BROADCASTERS GET READY FOR PURE FOODS BILL HEARING

Plans are now being shaped by Henry A. Bellows, Chairman of the Legislative Committee of the National Association of Broadcasters, for adequate representation when the Senate subcommittee takes up the Tugwell Food and Drugs Bill, Thursday, December 7th. Rather than individual broadcasters being heard, it is considered more than likely that someone will speak for the entire industry rather than a particular interest. It is believed the industry's spokesman will be James W. Baldwin, of the National Association of Broadcasters.

The sub-committee consists of Senator Copeland, of New York, Senator McNary, of Oregon, and Senator Hattie W. Caraway, of Arkansas. The sessions will be held in the Commerce Committee room in the Capitol and will begin at 10 o'clock Thursday morning.

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SEES ADVERTISERS MISLED ON PROGRAMS

Quite a squawk was let out by Mrs. Elmer J. Ottaway, of Port Huron, Mich., Music Chairman of the National Council of Women in New York, about what she declared to be the low standard of radio programs. Mrs. Ottaway urged the Council of Women, said to have a membership of 5,000,000 women throughout the United States, to press a campaign to inform broadcasting stations on the radio tastes of clubwomen. She told members of the Council to demonstrate to radio advertisers that those who have the greater cultural advantages, rather than the "minors, maids and morons whose missives now crowd the fan mail", represent the majority of the buying public.

"We agree that we do not like crooning, sentimental sluch in vulgar songs, most jazz, wheedling males who will meet us again next week and take care of our souls and livers", declared Mrs. Ottaway. "We do like the thrilling symphonic broadcasts of the world's leading orchestras, the addresses of the President of the United States, news, banquets and other functions featuring world leaders, American artists and programs, news of women, educational music programs."

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WJSV DEDICATES NEW CAPITAL STUDIOS

Columbia dedicated its new WJSV studios in Washington last night (Thursday, Nov. 23). WJSV is now said to have the finest broadcasting studios south of the Mason and Dixon line. Governor Byrd, of Virginia, drove 80 miles to make a two minute address over the network. Chairman E. O. Sykes, of the Federal Radio Commission, and Henry A. Bellows, Vice-President in Washington, likewise participated in the microphonic honors.

Those who attended the reception expressed instant approval of the new WJSV studios. They are located on the eighth floor of the Earle Building, a block east of the Willard Hotel, and just across Pennsylvania Avenue from the Post Office and other great new Government buildings.

Guy Lombardo, who was the first to use the new main studio, which is 37 feet long, 20 feet wide and 17 feet high, said it was the best studio he had ever played in. No doubt the new office of Mr. Bellows will be the envy of visiting broadcasters. It is really an architectural gem and the result of collaberation between Mr. Bellows and Stanley McAllister, Superintendent of Construction and Maintenance of Columbia. The office is of Colonial type, almost severe in its simplicity but artistic to a degree rarely seen in a modern office building.

Likewise attractive was the office of Harry C. Butcher, Manager of WJSV. Mr. Butcher has a rare collection of autographed pictures of notables who have broadcast from the station. Among these is a picture of General Pershing at the microphone. The broadcast must have worried the General because he had a very serious expression on his face. When Mr. Butcher asked him to autograph the picture, he wrote on it, "Too Severe".

Across the hall from Messrs. Bellows and Butcher are the offices of Frederic William Wile, Columbia News Commentator, and Ted Church, Washington representative of the Columbia News Service.

Usually at the dedication of a radio station, there is such a crush that people are almost falling out of the windows and the temperature of the place almost suffocating. There was nothing like that at WJSV. The reception arrangements had been carefully worked out and no more guests were invited than the studios could comfortably accommodate. The details of the arrangements were in the hands of the highly efficient WJSV station staff of young women, Miss Mulford, Miss Hall, Miss Gillis, Miss Cravitz and Miss McGrain.

Mrs. Bellows, Mrs. Butcher and Mrs. Wile assisted in receiving. William S. Paley, President of Columbia, expected to be present but at the last minute was prevented from doing so. Among the guests noticed by this scribe were:

Mrs. Sykes and her daughters, who accompanied Judge Sykes, Radio Commissioners Harold A. Lafount, and James H. Hanley, Dr. C. B. Jolliffe, Chief Engineer of the Radio Commission, and Mrs. Jolliffe, W. D. Terrell, Chief Radio Supervisor, and Mrs. Terrell, Framk M. Russell, of NBC and Mrs. Russell, K. H. Berkeley, of NBC, and Mrs. Berkley, Stanley Bell, of NBC, and Mrs. Bell, LeRoy Mark of WOL, Washington, Phil Loucks of the National Association of Broadcasters, and James W. Baldwin of the National Association of Broadcasters, Bond Geddes of the Radio Manufacturers' Association and Mrs. Geddes, Martin Codel, of Broadcasting Magazine, and Mrs. Codel, Sol Taishoff, of Broadcasting Magazine, and Mrs. Taishoff, James E. Chinn, of the Washington Star, and Mrs. Chinn, Col. Paul D.P. Spearman, John M. Littlepage and Mrs. Littlepage, G. Harry Steuart, Jr., of the Baltimore Evening Sun, Bob Taplinger, from Columbia in New York, and H. M. Talburt, noted Washington cartoonist and Pulitzer prize winner.

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BROADCASTERS' CODE GOES TO PRESIDENT

When Gen. Hugh S. Johnson left Washington to confer with President Roosevelt at Warm Springs, Ga., he took with him the Broadcasters' Code for the President's signature. The President is expected to sign it at once. The Code will go into effect 10 days after President Roosevelt affixes his signature.

At the last minute a new clause was added to Article 6, Paragraph 10 of the Code which read:

"When the operation of the provisions of this Code impose an unusual or undue hardship upon any broadcaster or network, such broadcaster or network may make application for relief to the Administrator or to his duly authorized agent, and the Administrator or agent may, after such public notice and hearing, as he may deem necessary, grant such exception to or modification of the provisions of this Code as may be required to effectuate the purpose of the National Recovery Act."

Immediately after the Code is signed, Gen. Hugh Johnson will appoint three men to represent the Government. They will not be entitled to vote but will have the veto power. It is expected these governmental representatives will be Harry M. Shaw, of Station WMT, Waterloo, Ia., William Farnsworth, Assistant to Deputy Administrator Sol Rosenblatt, and Chairman E. O. Sykes of the Federal Radio Commission.

Members of the Code Authority who will serve until it recommends a permanent form of organization are James W. Baldwin, formerly of the National Association of Broadcasters, Edward Nockles, of the Chicago Federation of Labor, Isaac G. Buckwolter,

of WGAL, Lancaster, James Kiernan, of WLWL, New York, M. R. Runyan of the Columbia Broadcasting Co., N. Y., John Elmer, WCBM, Baltimore, Alfred J. McCosker, N.Y., President of the National Association of Broadcasters, Frank M. Russell, of the NBC, Washington, and John Shepard III, WNAC, Boston, special advisor to the N.R.A.

Mr. Baldwin will probably become the executive officer of the Code Authority.

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SARNOFF AGAIN DENIES BIG MERGER

Upon his return to New York from London, David Sarnoff, President of the Radio Corporation of America, said positively that his 10 day conference in England did not have to do with any merger. It was reported here that the Western Union and Postal and Mackay and RCA would combine with British interests. Mr. Sarnoff declared the conference really was for the purpose of considering the consolidation of the European offices of the Western Union, Commercial Cables and British Imperial Cables.

"It is to be only a consolidation of office space in Europe", Mr. Sarnoff said, "and not a merger."

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JAPANESE HEAR MANCHURIAN BATTLE

A remarkable story of how the populace of Tokyo actually heard the gunfire and fighting of the Japanese troops on the Manchurian battlefields in November, 1931, is told in the December issue of Asia Magazine.

"As I strolled along the thoroughfare leading to Nihonbashi, Tokyo's historical traffic artery, which is to the Japanese what London Bridge is to the Londoner, I was startled by the staccato of machine-gun fire; and I was sure I could make out the shouts of troops in action", writes Siegfried F. Lindstrom. "Indeed I was not mistaken. As I approached a large, modern drug store, which with its soda fountain and the rest of its paraphernalia, could just as well have been situated in Times Square, New York, I comprehended the source of the racket. A huge radio stood in the center of the shop; and a small crowd of Japanese was gathered around it. Autumnal army dai-enshu, or grand maneuvers, were being held, up in Chiba Prefecture, and the commotion of the sham battle was being broadcast for the edification of the home folks.

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"When in November, 1931, the fearless lads who follow the Sunrise Flag were hurled in final assault at the Manchurian armies of wily General Ma Chan-shan, General Shigeru Honjo, who led the Japanese command, arranged to have the din of battle broadcast throughout the homeland. A friend of mine who happened to be in Kyoto at the time saw hundreds of persons stand spell-bound, as at a world's series scoreboard, around the huge radio loud-speaker in Maruyama Park, taking in the sounds of the far-away skirmishing. Had not the blizzards and deep snows of winter interfered, relatives in Japan very likely would have listened in last January to their boys smashing through remote Jehol, to Chengteh."

Mr. Lindstrom, discussing the general radio situation in Japan wrote:

An official count of registered radio sets in use in Japan in 1927 placed the number at 377,297. The total had increased to 621,740 in 1929, to 948,822 in 1931. An official count made after ten months of 1932 had passed, revealed that the number of licensed listeners-in had reached the relatively large figure of 1,280,320 (the United States has in use about 10,500,000 receiving sets), representing an increase of some 331,498 subscribers over the figures of the previous year. Additional subscribers who have joined during 1933 have brought the total roughly to 1,500,000. And every licensed subscriber represents, of course, a whole group - family, friends and neighbors. All told, there must be several millions of Japanese listeners-in. These statistics are nothing less than amazing in view of the abject poverty of the Japanese populace as a whole.

Some months ago all the jazz bands in Japan - and they are now legion - were tooting away at "Sanyushi" - "The Three Human Bombs", most popular musical number of 1932. This was in tribute to the three fearless troopers who were killed by the explosion of a huge bomb which they carried into the Chinese wire entanglements during the Shanghai fighting. Were not the jazz age and nationalism here traveling hand in hand? So it has been with the radio system - that very tangible instrument for the building up of a national ideology.

Like most other nations, except France and the United States, Japan makes of radio broadcasting an exceedingly official proposition. Hence there are no commercial programs.

Every one in Japan who operates a radio receiving set is supposed to pay an initiation fee of one yen (in normal times fifty cents) to the Japan Broadcasting Corporation and thereafter a monthly subscription fee of seventy-five sen (there are one hundred sen in a yen) for the privilege of listening in. Of course there are those who, for a time at any rate, refuse to pay either fee. During 1931 some two thousand such poachers were apprehended. Special sleuths are employed to uncover them; and first offenders are punished by a fine of ten yen, which is increased by ten yen for each additional violation. Once you

are properly licensed, a sort of metal disk is tacked up over the entrance to your domicile to identify you as a subscriber in good standing.

Radio artists in Japan are treated with a great deal of deference. The Tokyo and Osaka broadcasting stations, for instance, maintain fleets of nearly one hundred automobiles for the transportation of radio artists between their homes and the broadcasting stations. When they are on the program, they are called for in style; later they are returned in style. Every Japanese artist, no matter how unimportant his role, is treated in this fashion and in addition receives pay for his services. Thus there is maintained a certain very tangible dignity about the whole procedure.

Every number that is put on the air in Japan is paid for. There are no free broadcasts "for fame and honor" as there are in the United States. An audition committee sits in judgment on all would-be performers in each of Japan's central broadcasting stations. Artists, so a number of them tell me, are coldly, and impartially selected according to their actual merits - as is, alas, all too infrequently the case in the United States, where everything having to do with radio is said to be governed most exasperatingly by "pull."

The highest price paid for a Japanese radio program is two thousand yen for the best joruri (ballad-chanting) stars and their accompanists, usually six or seven persons functioning as a unit. Mr. Yoshie Fujiwara, Japan's foremost tenor, Italian-trained, a man whose handsome profile and Latin mannerisms have earned him the sobriquet of "the Japanese Rudolph Valentino", receives the highest remuneration of any individual artist, one hundred yen per song. In his customary half-hour presentation he usually renders about six numbers, netting him six hundred yen.

Today the one hundred per cent sustaining program sent out over the air from one of Japan's larger stations is decidedly heterogeneous. Unlike the typical American radio program, however, it contains no advertising - with a single exception, and that the simplest, most direct variety of advertisement. Japanese citizens seeking employment, may, for a regular fee, arrange for an announcement of their search for work, and by the same token, help-wanted advertisements may be broadcast.

Of every subscriber's monthly fee of seventy-five sen, twenty sen (about ten cents at par) is collected by the government and disbursed for all manner of public works. At time of writing, taking due note of an inevitable fluctuation in the number of subscribers, approximately 275,000 yen monthly enters the Imperial Treasury in this fashion. The one-yen initiation fee is also collected by the government and used for the improvement of public works. But since 1932 the government has received another slice of the pie, by demanding an additional levy - seventy-five sen of the total yearly fee paid in by each and every subscriber, the revenue so derived to be used for public sanitation improvements. What other nation would have thought to tackle its sanitation problem by so indirect a medium as the radio program?

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BUSINESS LETTER NOTES

Washington publishers are now conferring with a view to eliminating radio programs from all the newspapers in the Capital. The proposition as at present being formulated, is that radio programs will not be hereafter printed unless paid for at regular advertising rates.

The Washington Evening Star recently discontinued publishing radio programs, as a protest to the formation of the Columbia News Service, but later resumed printing them.

The highest flag in New York City, and probably the highest flag above ground level in the world, was raised over the 70-story RCA Building, the central structure of Radio City and Rockefeller Center.

The flag is the house emblem of the Radio Corporation of America, carrying the RCA monogram in white on a field of red surrounded by a blue border. It flies 890 feet above Rockefeller Plaza.

In the ascent into the cosmic region by Lt. Com. T. W. G. Settle and Major C. L. Fordney, Arcturus Tubes were used in the stratosphere-cosmic ray meters. This extremely sensitive equipment was used in making important measurements miles above this earth, an area practically unknown to scientists.

On Arcturus Tubes, manufactured by the Arcturus Radio Tube Co., Newark, N. J., depended the success of these intricate observations. It is believed that a record for altitude performance of radio tubes was established in this flight.

Senator C. C. Dill, Chairman of the Interstate Commerce Committee, said that while there undoubtedly would be some legislation regarding radio during the coming session, it would be difficult to forecast definitely what form it might take until the recommendations are known of Secretary of Commerce Roper's Communications Bill Committee. These recommendations like the old Mother Hubbards Uncle Joe Cannon used to refer to so frequently, may cover most everything.

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The Standing Committee of theCongressional Press Galleries have not as yet taken action on the suggestion of Henry A. Bellows, Vice-President of Columbia, that the rules governing admission be amended so as to admit three representatives of the Columbia News Service to the Galleries at the forthcoming session of Congress.

The Columbia representatives were refused admission under the present rules but Mr. Bellows pointed out that the wording of the rules conflicts. Rule 1 sets forth that "news services" are eligible, whereas in Rule 2, "newspaper services" are eligible. Mr. Bellows contended that under Rule 1 the Columbia News Service would be entitled to admission and suggested that Rule 2 be amended to read "newspaper or news" services.

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WIND GETS CLEAN BILL

The Radio Commission reconsidered its action in holding up the license of Station WIND, at Gary, Ind., and has granted the station its regular renewal. The State Investment Company, of Chicago had applied for WIND's facilities but later defaulted through failure to make an appearance at the Commission.

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KVOO TULSA STEPS UP TO 25 KW AND IS READY FOR 50 KW

Claiming to be the most powerful station between St. Louis, Dallas and Denver, Station KVOO, at Tulsa, Okla., recently dedicated its new Western Electric 50 KW transmitter and is now regularly using 25 KW. The event is celebrated by a special 24-page issue of the Radio News Guide, of Tulsa, giving advance information for the entire week.

"The history of KVOO dates back as far as January 23, 1925, when, styled as Station KFRU, the first program was 'put on the air' over the station which was to become one of the most popular stations of the Southwest", Ken Miller writes in the News.

"For some time the station operated under those call letters and the ownership of E. H. Rollestone at Bristow. As popularity with listeners continued to grow, the power of the station was expanded, and the power was increased to 1000 watts.

"In June of 1928, the stock of the Southwestern Sales Corp. was purchased by W. G. Skelly, President of the Skelly Oil Co., and now the sole owner of the station. Immediately after his purchase of the station, Mr. Skelly, instead of using the station to further his own private business interests, dedicated it to the advancement of Tulsa, his State and the entire Southwest.

"Soon after purchasing the station, Mr. Skelly ordered KVOO be expanded to better serve the territory. As a result, a new power plant was built east of Tulsa, 11 miles out on U.S. Highway 66. This new equipment was placed in use on February 7, 1929, with a power increase to 5000 watts, granted by the Federal Radio Commission.

"With the constant adding of equipment and improving of the equipment already on hand, the station has grown until now it represents an investment of nearly $300,000.

"Several months ago Mr. Skelly personally appeared before the Federal Radio Commission and asked that the power of his station be increased to 50,000 watts, which would make it among the most powerful stations of the nation. Already the station was operating on the only nationally cleared channel in the State. Federal radio officials were reluctant to grant the State this additional power, but finally compromised by granting the station a permit to build a 25,000-watt station. This addition would make the station one of the most powerful in the Southwest.

"Believing that sometime in the future the station would be granted the higher-powered license, the station has installed a 50,000-watt transmitter, and is now operating at one-half its regular power. This foresight on the part of the owner of the station will take care of the expansion of the station for many years to come, and still KVOO will enjoy the distinction of being one of the most modern and finely equipped stations in the Southwest

"Now KVOO has further expanded by affiliating with the National Broadcasting Company during the past few months whereby they may take the complete program service offered during the station's alloted time on the air."

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Nov. 24, 1933)

WSOC, WSOC, Inc., Charlotte, N. C., license covering move of station from Gastonia to Charlotte, N.C. and making changes in equipment, 1210 kc., 100 watts, unlimited; WOR, Bamberger Broadcasting Service, Inc., Newark, N. J., modification of license extending commencement date to Jan. 16, 1934 and completion date to June 16, 1934; WSB, The Atlanta Journal Co., Atlanta, Ga., license for authority to use former main transmitter at its present location as an auxiliary, maximum rated power 5 KW; KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., special temp. authority to operate on Nov. 28, 1933 from 9 P.M. to Midnight, CST; WSUI, State University of Iowa, Iowa City, Ia., special temp. authority to operate from 10 P.M. to 1 AM, CST, Dec. 8, 1933; WHDF, The Upper Mich. Broadcasting Co., Calumet, Mich., special temp. authority to operate from 10:30 to 11:30 A.M. and from 5 to 5:30 P.M. Nov. 30.

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WNBO, John Brownlee Spriggs, Silver Haven, Pa., renewal of license on temporary basis and designated application for hearing; WCLS, WCLS, Inc., Joliet, Ill., modification of license to change specified hours of broadcasting.

Also, City of Ventnor, N. J., C.P. for general experimental service, frequencies 30100, 33100, 37100, 40100, 86000-40000, 401000 kc. and above, 25 watts; Same, Portable Mobile, 2 C.P.s as above, except 4.5 watts; City of Margate City, Portable, Mobile, 3 new C.P.'s; Arthur M. Chamberlin, Deering, Alaska, authority to erect pt. to pt. telg. station at Deering, to communicate with Signal Corps system, frequencies 3265 kc., 7½ watts; City of Union City, Mobile, general exp. C.P., frequencies 30100, 33100, 37100, 40100, 86000-400000 and 401000 kc., and above, 4.5 watts; Harris Co., Broadcast Co. Portable, temp. broadcast pickup C.P. 1622, 2150 kc., 15 watts; Lehigh Valley Railroad Co.: W10XBU and W10XBV, Portable Mobile (for use on trains), modification of C.P. extending commencement date to Nov. 10, 1933 and completion date to January 8, 1934; Pan American Airways, Inc., Tampa, Fla., aviation, aero. and pt. to pt. C.P., frequencies 2870, 3082.5, 5375, 5692.5, 8220, 12330, 16440 kc., unlimited; 5405 kc., day only, 2648, 3082.5, 5375, 16240 kc., unlimited; 6570, 6580 and 8015 kc. day only, 10 watts.

Also, Aeronautical Radio, Inc.: New, at Goodyear Base, Opa Locka, Fla., and at St. Petersburg, Fla., C.P.s, frequencies 2930, 6615 kc., 400 watts; WEEP, Newark, N. J., modification of C.P. extending commencement date to Nov. 7, 1933 and completion date to Dec. 7, 1933; KGSK, Oklahoma City, KGTW, Burbank, Cal., KGUY, Oakland, Cal., WAEM, Moline, Ill. same as for WEEP, except commencement date extended to Dec. 2, 1933 and completion date to March 2, 1934; WJEP, Stromberg-Carlson Tel. Mfg. Co., Portable & Mobile, modification of license to change frequencies from 2342 kc., to 1622 and 2150 kc., power from 10 watts to 100 watts; WPFX, Town of Palm Beach, Fla., license for police service, 2442 kc., 50 watts; KIYZ, Humble Oil & Refining Co., Portable #16, geophysical license, frequencies 1602, 1628, 1652, 1676 and 1700 kc., 50 watts; W10XBW, Merchant & Miners Transp. Co., "SS Alleghany", renewal of special exp. license in accordance with existing license.

Action On Examiner's Reports

WNBW, WNBW, Inc., Carbondale, Pa., denied application for renewal of license, sustaining Examiner Geo. H. Hill; Home Cut Glass & China Co., Carbondale, Pa., denied application for involuntary assignment of license of WNBW to operate on 1200 kc., 10 watts, unlimited time, sustaining Examiner Geo. H. Hill; WBCM, James E. Davidson, Bay City, Mich., denied application to operate station with 1 KW for 60 days, Commission convinced proposed operation would result in objectionable interference in reception of other stations. Examiner R. L. Walker recommended a denial of application.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

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November 28, 1933

PROMPT GRIGSBY-GRUNOW REORGANIZATION PROMISED

A telegram has been sent to all Grigsby-Grunow distributors and dealers by John F. Ditzell, General Sales Manager, justifying the action taken against the company in Chicago last week and assuring them of an immediate reorganization and increased business as a result.

"Through a petition filed in equity in the United States District Court, Chicago, and to which we consented, Le Roi Williams and Thomas L. Marshall were appointed by Federal Judge John P. Barnes operating receivers for the Grigsby-Grunow Company. It should be made clear this is not bankruptcy but a proceeding in equity. This was occasioned solely by the tremendous increase in our sales volume which, in fact, has placed us in a leading position in the industry. Continued operations of this company are assured on sound business policies. It will permit a prompt reorganization of our finances; also a definite program of permanent financing which will be consistent with the increased business Majestic is now enjoying.

"Majestic will be in a better position to serve you and the action will make possible increased manufacturing operations and more effective advertising and selling plans, all of which will become immediately effective. In January, Majestic will announce new and extensive radio plans, as well as the most sensational line of refrigerators ever introduced.

"The action that has just been taken relieves us of the burdensome handicaps under which we have been laboring for the past three years. It clears the track for full speed ahead and Majestic can now do all of the things that assure distributors and dealers of an unsurpassed product at the right price and with unequalled merchandising plans. We are enthusiastic and confident that this action will make possible the greatest era of prosperity in the history of Majestic. We are depending upon your continued support and cooperation."

A petition for a receiver was filed last Thursday on behalf of the P. R. Mallory Co. of Indianapolis, on a claim of $14,785 for radio parts. Another petition was filed Friday by Joseph H. Tigerman, with a claim of $26,350 for dividends and royalties; Dwight Brothers Paper Company, $204 for goods, and Lambert & Mann, of Chicago, $20 for goods.

The petition sets forth that Grigsby-Grunow Company is insolvent, with debts of more than $6,000,000, and charges that while insolvent and within four months of the filing of its bill, it paid certain sums and made preferential transfer of securities.

I. B. Lipson and Henry S. Blum, counsel for the company and the petitioning creditors, respectively asserted, however, that claims and debts totaled $2,907,305 and bonds outstanding $2,340,500, while the book value of assets was $14,584,000, and current assets $4,152,378.

Though assets exceeded liabilities, they said, their only course, in view of threatened actions, was to agree on an equity receivership.

The Grigsby-Grunow Company recently had been seeking an R.F.C. loan.

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COMMISSION HEARS WMCA WORKING OUT ANOTHER AGREEMENT

It is taking former Governor Alfred E. Smith, Chairman of the Federal Broadcasting Corporation, a longer time to answer the letter the Federal Radio Commission wrote to him than it did for the Commission to write it. After wrangling around the better part of a day, the Commission advised Governor Smith that it did not care to analyze the actual leasing contract the Federal Broadcasting Corporation made with Donald Flamm, owner of WMCA, New York, but specified that the licensee of the station must be held responsible for programs, equipment, personnel, operations and management. Unless the contract provided for these things, it is understood the Commission said they would be unable to approve it.

At that the Commissioners were said to have been divided among themselves at the time the letter was written, one Commissioner taking the ground that under a contract such as Flamm originally made, the Commission might not be able to control the station. Another Commissioner, and an important one, stoutly maintained that if a station could sell 15 minutes of its time to one person, why couldn't it sell all its time?

Anyway, no reply has been received from Governor Smith by the Commission and it is understood, unofficially, that the original lease of Flamm's which called for $155,000 a year, has been torn up and the former N. Y. Governor and Mr. Flamm are endeavoring to work out another agreement.

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SAY CHAINS WILL NOT PAY FOR SPACE IN WASHINGTON PAPERS

It is reported that all newspapers in Washington will cease printing radio programs Friday, December 1. After this date it is said stations will be required to pay a rate of 50 cents a line for program listings and that it will be necessary for the stations to place such listings in all of the papers included in the agreement.

Three of the four stations in Washington are owned by the National Broadcasting Company and Columbia, and it is understood that both networks have decided not to advertise in the Washington papers.

"Either radio programs are news", one of the network representatives was quoted as saying, "in which case it is valuable to the newspapers, or radio programs are not news in which case it is not worth our paying a lot of money to advertise them."

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SEEK ULTRA-HIGH FREQUENCIES FOR 2-WAY TELEPHONES

The Jersey City Police Department and the Dalzell Towing Company, of New York, are among the first to apply to the Federal Radio Commission for the use of the ultra-high frequencies. The Jersey City police desire to establish 2-way communication with their police cars, and the Dalzell Towing Company, which operates in New York Harbor, desires to talk back and forth with the captains of its towboats.

The Jersey City application requested authority to build a station at police headquarters and install combination sending and receiving sets of only 4½ watts power in police scout cars. Because of the coverage properties of these channels, it is figured that this power will be sufficient to maintain two-way direct communication between police headquarters and the scout cruisers over the entire city area.

At present nearly 100 city police departments are using radio in crime detection. These services, however, are "one-way" and there is no way of knowing whether the messages are picked up.

The Dalzell application requests authority to build a 25-watt station at headquarters in New York City and to equip 10 tugs with two-way sets, using 4½ watts power, to enable the vessels to communicate with headquarters in dispatching of tugs and in reporting bearings.

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BELIEVE CODE WILL RESULT IN LONGER LICENSE PERIODS

When President Roosevelt signed the Broadcasters' Code at Warm Springs, Ga., (Monday, Nov. 27), it was believed to foreshadow a longer term of license for broadcasting stations. In his report to the NRA, as Industrial Advisor, James W. Baldwin said that he could not recommend that the industry make additional "fixed and permanent commitments" unless stations were accorded the full three-year licenses allowed under the law.

Licenses are now limited by Commission regulation to six months, making stations vulnerable to attack for their facilities and hampering stabilization of the industry.

"As a definite part of the national program of recovery and increased stability and confidence", Mr. Baldwin asserted, "the broadcasters are clearly entitled to the full term of license provided by Congress."

Mr. Baldwin pointed out that responsibility for a decision on the extension of licenses rests with the Radio Commission. It is understood, now that the President has signed the Code, that the Commission expects to take this matter up at an early date. The general belief, however, is that they may favor extending the license to only one year instead of three years, preferring first to consider the question of equalization.

The Code goes into effect December 4, the second Monday after the President signed it. Members of the Code Authority will meet in Washington on that day for the purpose of organization. They are: James W. Baldwin, formerly of the National Association of Broadcasters; Edward Nockles, of the Chicago Federation of Labor; Isaac G. Buckwolter, of WGAL, Lancaster; James Kiernan, of WLWL, New York; M. R. Runyan, of the Columbia Broadcasting Co., N. Y.; John Elmer, WCBM, Baltimore; Alfred J. McCosker, N. Y., President of the National Association of Broadcasters; Frank M. Russell, of the NBC, Washington, and John Shepard III, WNAC, Boston, special advisor to the N.R.A.

Those assembled will have to provide ways and means of financing the cost of the Code's administration. So that members and non-members of the National Association of Broadcasters may share the burden alike, one proposal is to make an assessment against every one not a member of the NAB requiring them to pay the same dues, two-tenths of one percent of their net sales.

General Johnson has not named the three Government representatives but it is expected they will be Harry M. Shaw, of Station WMT, Waterloo, Ia., William Farnsworth, Assistant to Deputy Administrator Sol Rosenblatt, and Chairman E. O. Sykes, of the Federal Radio Commission.

In the Code which the President has signed a 48-hour week for technical men is provided for with the condition that during the next 90 days the temporary Code Authority designated by the administration to invoke the Code's provisions make an investigation to ascertain whether it works any undue hardships. Wage and labor provisions for radio artists and performers are left out of the Code with a provision for a full study of their status.

Provision is made for modification of any provisions of the Code if proper showings are made that they prove objectionable or unjust in actual performance. Likewise, a new provision allows for appeals to the administrator from decisions of the Code Authority.

Trade practice provisions of the Code remain strongly worded and outlaw practically all of the practices in the broadcasting business which have been assailed as unethical or unfair. These ban rate-cutting, lotteries, per inquiry business, song-plugging and like practices, with provisions made for rigid supervision by the Code Authority.

Compliance with the Code, plus voluntary plans for increased network employment, Mr. Baldwin said in his report, will increase by approximately 765 the number of persons regularly employed in the industry. The NAB has estimated that the industry, as of last July, employed approximately 11,000 persons and had an annual payroll of nearly $21,000.

"This", Mr. Baldwin stated, "would exceed by about 350 persons, or more than 3 per cent, the total for any previous period. It is estimated that total payrolls under the Code will be more than double those of 1929, the peak year in most industries and will equal 93.2 per cent of the payrolls in 1931, a peak year for the radio broadcasting industry, notwithstanding the salary cuts in the high brackets."

Mr. Baldwin asserted he felt the operations of the Code will be beneficial to labor. "My best information", he added, "is that there will not be an increase in rates charged for facilities, so that the consumer should not be adversely affected."

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WISN BROADCASTS TO REPORTERS

Utilizing its own station, WISN, the Wisconsin News in Milwaukee, broadcasts instructions to automobiles used by its reporters. Reporters on foot carry with them portable radio sets which may be attached to an ordinary electric light. They plug in at certain intervals for office assignments.

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BUSINESS LETTER NOTES

Washingtonians sang praises of Mr. and Mrs. Isaac D. Levy and Dr. and Mrs. Leon Levy, as hosts at the Army and Navy football game in Philadelphia last Saturday. Their guests from the Capital included Herbert L. Pettey, Secretary of the Federal Radio Commission, and Mrs. Pettey; Mrs. Andrew Ring, wife of the Broadcast Engineer of the Radio Commission; Phil Loucks, Managing Director of the National Association of Broadcasters; John W. Guider, Code Counsel for the National Association of Broadcasters, and Mrs. Guider; Martin Codel, of the Broadcasting Magazine, and Mrs. Codel; Sol Taishoff, of Broadcasting Magazine, and Mrs. Taishoff; Frank M. Russell, of the National Broadcasting Company; and Mrs. Russell; Harry C. Butcher, of Columbia, and Mrs. Butcher, and Mrs. George Allen, wife of the new District Commissioner in Washington.

Following the game the Levys also had as their guests, among others, Sigmund Romberg, the famous composer, Boss Kelly, the new political dictator of Philadelphia, Mrs. Alfred J. McCosker wife of the President of the National Association of Broadcasters, and Miss Angela McCosker, Boake Carter, and Grantland Rice.

Bids will be advertised by the Coast Guard this week for the construction of a $10,000 radio station at Jacksonville, Fla., where a division headquarters is to be established.

Roy Cordeman, of Washington, made one of the principal addresses at a convention of amateur radio enthusiasts held last week in Norfolk, Va. Delegates from Virginia, North Carolina, Maryland and the District of Columbia attended.

WOR has so many applications for auditions that a large number can not be accommodated. Recently the station hit upon the scheme of giving them public auditions, that is, sandwiching them in between stars of the station at benefits and personal appearances.

Radio programs for Station WSOC reappeared in the Charlotte News this week as paid advertising, after both the News and the Observer eliminated radio programs and all mention of radio under a common agreement recently.

The programs are in the regular display and are paid for by the McClaren Rubber Co., tire manufacturer, one of the sponsors of the station.

No move has been made looking toward reinstatement of WBT programs on a similar basis.

It is understood that WSOC has a sponsor who will use display space in the Charlotte Observer for listing programs also.

The publication of radio programs of the municipally owned station WJAX, at Jacksonville, Fla., have been discontinued by the Florida Times-Union and the Jacksonville Journal. They had for some years carried the programs as paid advertising.

J. M. Elliott, Business Manager of the Times-Union said that the discontinuance had been caused by the failure of the Jacksonville City Council to appropriate money for the space. Mr. Elliott added that not only the local programs but also the NBC and Columbia summary supplied by the Associated Press have been discontinued.

Marshall T. Jones, Chief of the Electrical Equipment Division of the Bureau of Foreign and Domestic Commerce in Washington has just issued Supplement No. 7 of the Radio Markets of the World, including supplementary reports, on the Rumanian, North Manchurian, and Burmese Markets and the radio regulations in the French concession at Shanghai.

In an effort to provide luxurious facilities on de luxe trains, the Egyptian Government is contemplating the installation of radio receiving apparatus and telegraph offices in the cars.

Members of the Michigan League of Home Dailies, meeting in Grand Rapids, went on record as opposed to giving free publicity by newspapers for radio broadcasts, including publication of radio programs.

An average of 2 minutes and 42 seconds was taken by police cars to answer calls in Los Angeles last year.

Grand opera broadcasts, beginning with the Metropolitan's pre-season performance of "Hansel und Gretel" on Christmas afternoon and continuing to Easter Sunday, April 1 will be made.

M. H. Aylesworth said a new and high degree of accuracy in tone quality and diction had been made possible by O. B. Hanson, manager of technical operations and engineering.

Ten microphones, including several of the ultra-sensitive "ribbon" type, will be placed in the wings, footlights and proscenium of the opera house.

Seattle newspapers last week announced that they no longer would list radio programs free of charge.

A new use for cellophane is reported from Hollywood by Variety.

"KNX is having a large bell constructed of this material to throw over its sopranos during choral numbers.

"Experiments have shown that the cellophane keeps down those shrill notes which have been a problem with stations by cutting through the massed singing."

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BROADCAST ADVERTISING SHOWS OCTOBER GAINS

Broadcast advertising on the National and Columbia networks took a big jump in October, going $209,000, or 6.2 per cent, ahead of October, 1932. This was the first month since June, 1932, in which the networks' sales of time had gone ahead of those for the corresponding month of the preceding year, according to the reports of National Advertising Records. The October total for the two companies was $3,244,153, against $3,035,631 in October, 1932. October was the highest month of 1933, only March having previously gone above the $3,000,000 mark.

From September to October this year the total increased $1,140,000, while last year the gain was only $540,000, in round numbers.

The average seasonal gain for the four years 1929-32 was only $489,000 for this period. Thus the big October gain this year put the 1933 figures ahead of the four-year averages for the first time since March, 1933. Whereas September had turned in only 93.9 per cent of the four-year average, and July had set a low record of 84.8 per cent, October reached 118.9 per cent of the average.

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CBS NEW AND RECENT ACCOUNTS

Renewal - Continental Baking Corp., New York - (Baking and cakes); Started Nov. 6, Mon. Wed. Fri., 8 to 8:15 P.M. EST; Program - Vivian Ruth, contralto, quartet and two-piano team; Agency - Batten, Barton,Durstine & Osborn, Inc., New York; Network - 28 stations to Middle West.

Additional Program - Kolynos Sales Co., Inc., Chicago, Ill. (tooth paste), Started Oct. 16, 1933, Mon. Tues. Wed. Thurs. Fri., 2 to 2:15 P.M. EST; Network - 18 stations in Middle West and West Coast, from Chicago; Program - Script act, "Just Plain Bill"; Agency - Blackett-Sample-Hummert, Inc., New York.

New - Liggett & Myers Tobacco Co., New York (Chesterfield cigarettes); Starts not later than Nov. 27, exact date to be announced later, Mon. through Sat., 9 to 9:15 P.M. EST; Network - 65 stations to West Coast; Program - Philadelphia Orchestra with Leopold Stokowski conducting; Agency - Lennen & Mitchell, New York.

New - Worcester Salt Co., New York (Salt and salt toothpaste), Starts December 8, 1933, Friday, 6:45 to 7 P.M. EST; Network - 14 stations in East; Program - musical; Listing - Zoel Parenteau's orchestra with Carl Van Amburgh, soloist; Agency - Fuller & Smith & Ross, Inc., New York

New - General Foods Corp., New York (Grape Nuts), started Nov. 18/ Saturdays 10 to 10:30 P.M. EST; Network - 59 stations, coast to coast; Program - News of Byrd Antarctic Expedition from SS "Jacob Ruppert" in Little America; Agency - Young & Rubicam, Inc.,N.Y.City.

New - Household Finance Corp. of America, Chicago, Ill., started November 1, Mon. Wed., 6:45 to 7 P.M. EST, from Philadelphia; WABC only; Program - Mon. - Ted Ernwood with Anthony Candeloris Salon Orchestra, Wed. - Enzo Aito with Anthony Candeloris Salon Orchestra; Agency - Charles Daniel Frey Co., Chicago, Ill.

New - National Old Age Pension Association, started Oct. 29 but for 3 times only; 14 stations in East and Middle West; Talks.

New - Pet Milk Sales Corp., St. Louis, Mo., Started Nov. 7, Tues. Thurs., 11 to 11:15 A.M. EST, from St. Louis; Network - 35 stations in East, Middle West and South; Program - Cooking School, Mary Lee Taylor; Agency - Gardner Advertising Co., St.,Louis, Mo.

New - Pontiac Division of General Motors; Starts December 16, Wed. Sat., 9:15 to 9:30 P.M. EST, Network - 62 stations coast to coast; Program - Stoopnagle and Budd, orchestra (not announced) and vocalist (Not announced); Agency - Campbell Ewald Co., Detroit,Mich.

Additional Broadcasts on West Coast Program - Hecker-H-O-Co.,Inc., Buffalo, N. Y., Started Nov. 27, Monday to Friday, 5:15 to 5:30 P.M. PST (Heard before Mon. Wed. Fri.); Network - Don Lee Unit; Program - Children's program (Bobby Benson and Sunny Jim); Agency - Erwin, Wasey & Co., Inc., New York.

New - Smith Brothers, Inc., Poughkeepsie, N. Y., Starts Jan. 7, 1934, Sunday 6:45 to 7 P.M. EST; Network - 34 stations coast to coast; Program - Not announced; Agency - Hommann, Tarcher & Sheldon, Inc., New York;

New - Sparks-Withington Co., Jackson, Mich., Started Nov. 25, Saturday, 8:30 to 9 P.M. EST; Network - 2o stations in East, Middle West; Program - Seymour Simons Orchestra and Dorothy Page, ballad singer; Agency - Brooke, Smith & French, Inc., Detroit,Mich.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Nov. 28, 1933)

WBAL, Consolidated Gas & Electric Light & Power Co., Baltimore, Md., extension to Feb. 1, 1934, of special experimental authority to operate synchronously with WJZ on 760 kc. with 2½ KW when WTIC is operating on 1060 kc.; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., extension of authority to use auxiliary transmitter to Dec. 15 while erecting a new radiator; KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., special temporary authority to operate from 9 P.M. to 12 midnight, CST, on Dec. 1, 8, 10, 13, 15, 18, 21, 22 and 29, 1933; WGES, Oak Leaves Broadcasting Station, Inc., Chicago, Ill., special temporary authority to operate from 8 P.M. to 12 midnight, CST on Friday Dec. 1, 1933; WIND, Johnson-Kennedy Radio Corp., Gary, Ind., license covering local move of transmitter, 560 kc., 1 KW, unlimited time; WACO, Central Texas Broadcasting Co., Waco, Tex., authority to operate from 2 to 5 P.M. on Dec. 2, 1933, to broadcast football game; WCAE, WCAE, Inc. Pittsburgh, Pa., authority to operate auxiliary transmitter to present location from Dec. 15 to Jan. 15, while moving main transmitter; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special temporary authority to operate from 12:30 to 2 P.M. CST on Thursday, Nov. 30, provided KFDY remains silent; WFAS, Westchester Broadcasting Corp., White Plains, N. Y., granted special temporary authority to operate from 11 A.M. to 1 P.M. EST, Nov. 30, 1933.

WLC, Central Radio Telg. Co., Rogers City, Mich., WMX, Wabash Radio Corp., Manistique, Mich., and WDM, Same, Menominee, Mich., renewal of point-to-point telg. station licenses, in exact conformity with existing licenses; WAFO and WAFP, Press Wireless, Hicksville, N.Y., renewal of point to point telg. station licenses for fixed public press service, in exact conformity with existing licenses; WMU, WMV, Southern Radio Corp., Linden, N. J., renewal of licenses on a temporary basis, subject to such action as the Commission mak take on licensee's pending application for renewal.

Also, City of Wichita, Kans., Dept. of Police, C.P. for general experimental purposes, 30100, 33100, 37100, 40100 kc., 25 watts., and the same Mobile, except 4.5 watts; City of Pontiac, Mich., Dept. of Police, C.P. for gneral experimental purposes, frequencies 30100, 33100, 37100 and 40100 kc., 100 watts; Mich. Dept. of Public Safety, Mobile, 4 C.P.s for general experimental purposes, 30100, 37100 and 40100 kc., 5 watts; W6XBE, Julius Drunton & Sons Co., Mobile, C.P. and license for general experimental service 27600 and 40600 kc., 15 watts; W2XV, Delbert E. Replogle, Mobile, Mounted in Automobile, license for general experimental service, frequencies 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600 and 41000 kc., 25 watts; W8XAC, City of Lincoln Park, Mich., Police Dept., license for general experimental service, 34600, 41000 and 51400 kc., 25 watts; W6XAQ, City of Phoenix, Ariz., Police Dept., general experimental license 51400, 60000-400000 kc., 5 watts.

Also, WKI, Mackay Radio & Telg. Co., Inc., Sayville, N.Y., modification of license to add transmitter FTC Type #112-B, 20 KW, and delete transmitter FTC CM-2075, 5 KW; KIFS, KFJI Broadcasters, Portable, temporary broadcast pickup license, 1518 kc., 50 watts; Julius Brunton & Sons Co., Portable & Mobile, San Francisco; W6XAR and W6XAS, modification of general experimental license to change frequency 75000 to 37600 and 41000 kc. and power from 3 to 10 watts; for W6XAS, modification of license to change frequencies from 70000-74000 kc. to 38600, 40600 kc.; Atlantic Broadcasting Corp., Wayne, N. J., general experimental license, frequencies 6425, 8655, 12862.5 and 17310 kc., 5 KW; Clyde W. Donner, Berlin, Pa., authority to take Class C amateur operator examination waiving Rule 404 because of physical disability.

Miscellaneous

WDBJ, Times World Corp., Roanoke, Va., suspended grant made Oct. 27, 1933, increasing night power from 250 to 500 watts, and set for hearing application for modification of license because of protest of Havens & Martin, Inc., (WMBG), Richmond, Va., filed Nov. 9, 1933.

Ratifications

Radiomarine Corporation of America: Action taken Nov. 22 - WFAO, Washington, D. C., granted 60 day authority to operate aboard vessel "VOLUNTEER", pending receipt of formal application 375 to 500 kc., 50 watts; Action taken Nov. 23: W6XI, Bolinas, Cal., granted special temporary authority to operate special experimental station at Bolinas, Cal. on its assigned frequencies, for experimental communication with Station KJTY aboard the "SS Jacob Ruppert"; KEC, KEE, KEI, Bolinas, Cal., granted 90 day authority to operate station KEC on 5105, KEE on 7715 and KEI on 10620 at Bolinas, and any other stations of the company at this location licensed for fixed public service, for communication with ship station KJTY only for contact control service in connection with the reception of program material from Byrd Expedition; Action taken Nov. 25: KEJ, RCA Communications, Inc., Bolinas, Cal., granted special temporary authority to operate fixed public service station on 9010 kc., and alternately any other station of company licensed for fixed public service at Bolinas in connection with program material from Byrd Expedition.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF DECEMBER 1, 1933.

No. 678

RADIO SALES POSSIBILITIES SEEN IN FRANCE

France is at present an exceptionally good market for well-made radios, an unusually thorough survey made by our consuls and commercial attaches for the Bureau of Foreign and Domestic Commerce, concludes. The survey goes into many other phases of French broadcasting.

Unlike in the United States, where a popular demand for radios has existed for the past 10 years, the radio in France only began to have a general appeal about 1928, at which time there was only one well-known American radio being imported into the country. With each succeeding year local interest in radio receiving sets has increased, until at the present time practically all the well-known American makes of radios are sold on the French market, some of them having been well established for the past two or three years.

While it is estimated that well over 1,000,000 sets have been sold in France, there are still large possibilities for the sale of this type of merchandise. While the Government issues licenses and doubtless is aware of the number actually issued, this total is maintained as a confidential matter.

Consideration of world developments, together with the French situation, would appear to warrant a present estimate of between 3,000,000 and 5,000,000, favoring, perhaps, the conservative figure. However, current estimates by persons who may be accepted as authorities are as low as 500,000; this they correlate with the earlier estimate by pointing out the former prevalence of crystal sets, presumably since retired, and not replaced by either crystal or tube sets.

One of the principal difficulties in meeting the demands of the prospective user is that the native thrift of the French family has one unbreakable law - that any purchase considered important must be of an article that will be certain to last for several generations. Such permanence they have not yet found in radio sets. Not only a definitely limited life can be contemplated for a set, but complete obsolescence in a much shorter time through subsequent improvements is to be expected, and the purchase of a radio set is therefore considered the purchase of a definitely temporary facility. Only those who can afford to violate inherent inhibitions regarding expenditures, therefore, can be interested in such a purchase.

Radio sales have been estimated in France to be in the neighborhood of 100,000 a year, although there have not been a sufficient number of practical estimates to determine whether this

is a fairly acceptable figure. In 1932 the United States furnished one fifth of this number, which, being limited by the quota system, would indicate that the estimate is definitely conservative. This estimate was presented in conjunction with that of a total of 500,000 sets in use in the country. French imports are quoted in quintals and value, so that the number of sets imported from other countries may not be determined.

French broadcasting is not a monopoly, but operates on a basis not directly comparable with that of broadcasting in any other country of the world. Strong governmental control, amounting to censorship, has been exercised over the private stations, but in all respects stations of this class are distinctly private and, outside the fields in which the Government dictates program policies, enjoy unusual freedom in broadcasting.

In addition to these private stations, the Government maintains a national system of stations, owned and operated through the Ministere des Postes, Telegraphes, et Telephones, this system being planned along lines similar to monopoly practice, in that the stations are scattered through the principal sections and are generally of such power that their combined service effectively covers the country, with the exception of certain areas to which the system has never been extended. This system operates on the chain principle (as differentiated from the relay system); each station broadcasts national and local programs as conditions require. Something of a parallel may be found in the new Canadian system, if assumptions recognizing national characters and ideals are made.

There has been a constant agitation in France for the abolition of the private stations and also of the national system, and at various times there have been indications of final adoption of one of the two methods of changing the set-up. In 1928 a policy of Government monopoly was adopted, to be instituted as soon as a system of national stations of high power could be placed in service. One such station was constructed in Alsace, where there had previously been no broadcasting and therefore which did not involve the question of closing any stations. Subsequent to the opening of this station financial difficulties prevented further pursuit of the plan, which presumably is still in abeyance.

The private stations are supported, as in the United States, by their owners, either unassisted or through the sale of time to advertisers. Government stations are supported from the national treasury. The license fees collected from receiving-set owners do not, so far as information is available, accrue directly to the broadcasting system, but to the Government, as a tax rather than as a subscription to broadcasting. Originally with only a statistical fee of 1 franc per annum, the proceeds could not be of any assistance in maintaining broadcasting, but the increase to 10 francs indicates a profit to the Government so far as the licenses alone are concerned.

It has been recently announced that the Government is taking over the powerful Radio Paris station as a new start on the national monopoly system.

France has no formal regulations governing radio broadcasting, and the present conditions arise from the fact that there were no retarding laws when broadcasting became a world activity. At that time both private interests and the Government commenced constructing stations, in the manner in which any activity not covered by such retarding legislation would be undertaken as the opportunity became apparent.

The control exercised by the Government is based rather upon more general laws, custom, and the intimate attitude of the French Government, as represented by parallel policy toward newspapers and other activities which may themselves, if unrestrained, carry on political activities detrimental to the Government or to the form of Government. This policy is a matter of national protection, and is normally pursued solely for the purpose of national well-being, thereby constituting regulation as understood in other countries, but with a stronger element of personal contact and individual treatment. While guarantees that equality of treatment under similar circumstances do not exist, popular opinion has in France more effective remedies for abuses of power and is more readily aroused than is general, and the probability of inequitable treatment is not so great as the lack of specific law would indicate.

Explanation of the results of using radio broadcasting without stated legislation in France, without examining the character of the French people and Government and the effect they have on those results, is certain to be misleading, both as to the nature of the broadcasting and as to its popularity. No more positive description for any purpose can be made than to use part of a statement made by William Hard, journalist, after a study: "It is not government broadcasting, it is France."

No only the French broadcasting stations, but stations throughout Europe, are considered dependable sources of entertainment. A considerable knowledge of foreign languages (which is attendant upon much lesser education than is associated with lingual study in the United States) and a program variety arising from differing national ideals and cultural aims encourage a greater interest in radio than parallel conditions in countries more restricted in such conditions. While French programs have been freely criticized by the listening public, it is not necessarily because of fault in the program as compared with the receivable foreign broadcasts. It is a French characteristic to criticize openly rather than privately; the existence of criticism is not a reflection on the nature of French broadcasting, but an indication of opinion that it may be improved.

The detailed report is entitled "Radio Markets - France" and copies may be had by sending 25 cents to Marshall T. Jones, Chief, Electrical Equipment Division, Bureau of Foreign and Domestic Commerce, Washington, D. C.

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WOULD PERMIT GOELET TO BROADCAST REGULARLY

A recommendation that Station WGNY, owned by Peter Goelet, of Chester Township, N. Y., be allowed to share time equally with Stations WJBI, of Red Bank, N. J., WFAS, White Plains, N. Y., and WGBB, Freeport, N. Y., has been made to the Federal Radio Commission by Examiner George H. Hill. Goelet's station uses 50 watts and the others 100 watts and all broadcast on a frequency of 1210 kilocycles. WGNY is now operating only at certain specified hours.

"It appears that there is substantial need for the service requested by Mr. Goelet and that effective use will be made thereof", Examiner Hill reported; "that from the limited schedule of hours now assigned to Station WGNY, it is substantially handicapped in the rendition of services needed to serve properly and satisfactorily the area now covered by this station; that the station's area is diminished at night due to some interference; that during the daytime hours authorized, it is difficult to obtain a listening audience, the result being that when the station gets good coverage an audience is not entirely available, and when the audience is available, the coverage is limited; that sufficient talent is available if the service is extended, including various civic organizations, clubs and sport broadcasts of special local interest; that farm audiences require early morning hours for the rendition of farm programs and that the educational programs could be substantially improved if the time were available."

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TELEVISION MAY BE DISCUSSED BY COMMISSION AND INDUSTRY

The chances are that there will soon be a conference of officials of the Radio Commission and the radio industry to discuss the development of television. Dr. C. B. Jolliffe, Chief Engineer of the Commission said the industry was desirous of having such a meeting and that it was agreeable to him.

The Radio Manufacturers' Association has already appointed a committee of set manufacturers to study television. This committee comprises E. T. Cunningham, President of RCA-Victor Company; Powel Crosley, President of Crosley Radio Corp.; W. Roy McCanne, President of Stromberg-Carlson Telephone Manufacturing Co., and James M. Skinner, President of Philco Radio Co. They have designated a sub-committee of engineers to invade the technical side of television in cooperation with the Radio Commission and the broadcasters.

The National Association of Broadcasters will likewise soon appoint television committee for the purpose of conferring with the other groups.

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BROADCASTERS' CODE AUTHORITY MEETING POSTPONED

At the request of the NRA, the meeting of the Broadcasters' Code Authority has been postponed until Monday, December 11, which is the day the Code goes into effect. President Roosevelt signed it at Warm Springs, Monday, November 27.

Several important issues could not be decided and for that reason provisional clauses were inserted in the Code. It was held that the National Association of Broadcasters, although it represented 283 stations and 83 per cent of the total volume of radio advertising, was not sufficiently representative of the broadcasting industry to take over administration of the Code. It was necessary, therefore, for the President of the United States to name a temporary Code Authority to administer the Code until such time as the Broadcasters' Association can sign as members at least 70 per cent of all stations. The NRA found, however, that the National Association of Broadcasters does not impose inequitable restrictions upon membership and it is the hope of officials of the NRA that the Broadcasters' Association membership will be increased within the next 90 days to a point where the industry can take over complete administration of its own Code.

It is expected that the NRA will require the Code Authority to obtain the signatures of all stations to the Code in its approved form. The request will go forward just as soon as the Code Authority has had an opportunity to organize December 11, and get into action.

"The purpose of the Broadcasters' Code is to aid in eliminating from the Broadcasting Industry destructive and unfair practices, to bring about higher wages, shorter working hours, better living conditions for employees, to place the industry upon a sounder basis and to enable it better to render a public service", Philip G. Loucks, Managing Director of the National Association of Broadcasters explained.

"When President Roosevelt signed the National Industrial Recovery Act on June 16, he characterized the new law as 'a challenge' to industry which, he said, has long sought the right to self regulation.

"Always mindful of their obligation to the public, broadcasters willingly and generously extended their facilities in order that the American people might be fully informed of the progress of the President's recovery program. They have cooperated with the National Recovery Administration by reducing hours of work and by increasing wages in keeping with the spirit of the President's reemployment campaign. And now, by adopting the Code of Fair Competition for the Broadcasting Industry, approved today by President Roosevelt, they give further testimony of their complete support of the recovery program. The Broadcasting Industry accepts the 'challenge'."

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EXECUTIVES TO CONSIDER RADIO PROGRAM NEWSPAPER ADVERTISING

Washington, D.C. newspapers did not drop radio programs Friday, December 1, as had been expected. It was reported the publishers desired to await the outcome of a conference on the subject of the payment at newspaper advertising rates of radio programs to be held in New York, Monday, December 11. This conference will be attended by E. H. Harris, of the Richmond, Ind. Palladium, Chairman of the Radio Committee of the American Newspaper Publishers' Association; William S. Paley, President of Columbia; M. H. Aylesworth, of the National Broadcasting Company, and others.

The combination rate asked by the five newspapers in the National Capital was 50 cents per line week-days and 35 cents per line Sundays. According to an NBC representative, this would have brought the cost of carrying the programs of stations WMAL and WRC, to about $20,000 each or $40,000 for the two per year. The cost of WJSV's advertising for the year was figured at $10,000.

"At that rate", the representative said, "it would cost the stations in 100 principal cities of the country about $5,000,000 a year to advertise in the newspapers."

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SUPREME COURT MAY SOON PASS ON RADIO LIBEL CASE

The Supreme Court of the United States has been asked to review the decision of the Supreme Court of Nebrasks holding that a radio station is liable for defamatory remarks uttered in a political speech delivered over the station. The decision of the Nebraska court was rendered in the case brought by C. A. Sorensen against the KFAB Broadcasting Co., Lincoln, Nebr. It involves the construction of Section 18 of the Radio Act of 1927.

Following the decision of the Nebraska court, the National Association of Broadcasters, through arrangement with the Lincoln station, retained counsel to secure a Supreme Court review of the important question involved in the case. It is expected that the Supreme Court will rule upon the petition for review within the next few weeks.

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BUSINESS LETTER NOTES

Gen. Hugh S. Johnson will address an audience of manufacturers for the first time since starting the NRA drive, when he speaks at the National Association of Manufacturers' convention in New York, Thursday, Dec. 7 (WJZ network, 10 P.M., EST.)

Among the passengers arriving in New York this week on the North German Lloyd liner "General von Steuben" was Rudolf Zimmerman, Berlin radio engineer, who has perfected an invention by which he can receive radio impulses written out on recording tape, just as they are sent. He said he had demonstrated the invention to German radio technicians, and had brought it here to show to officials of the Radio Corporation of America.

A quick-heater type 43 power pentode tube, that operates in 13 seconds, has been announced by the Arcturus Radio Tube Company, Newark, N. J. This is in comparison with forty to sixty seconds and more which has been found to be the usual thermal lag of this type of tube in laboratory tests on various makes.

Calvert Townley, a former Vice-President of the Westinghouse Electric and Manufacturing Co., died suddenly of a heart attack in New York last Tuesday. He was 69 years old.

In 1924 Mr. Townley was instrumental in arranging international radio broadcasts and was one of the sponsors of a broadcast sent by six stations more than 7,000 miles to various parts of the world. In 1927 he directed a survey for the Radio Engineering Committee of the American Engineering Council, of which he was Chairman. The result of the survey was the first plan to limit broadcasting and called for national planned control of the new industry.

Charges of assault against Ed Wynn, comedian, by a process server attempting to serve him with a legal notice on salary claims of musicians against the Amalgamated Broadcasting System, which Wynn headed, brought the comedian additional troubles in connection with his short-lived chain.

"The tensest broadcast Ed Wynn admits he's yet gone through was the one he put on for Texaco last Tuesday", Variety relates. "Crowding his thoughts as he went through the performance that night was the dread of a hostile studio demonstration plus the unloosening of stink bombs.

"Earlier in the day NBC officials received a report that ex-employees of Wynn's defunct Amalgamated Broadcasting System, disgruntled with the comic's refusal to pay off their claims for two weeks' wages out of his own pocket, were conspiring to stage a demonostration during the broadcast and also drop some perfumed notes around. The network prepared for the threatened event with a cordon of coppers and a score or so of dicks spotted in strategic spots around the studio.

The Broadcast went off without untoward incident. The studio from which the show originated was the largest and most swankily decorated of the Radio City layout."

Operated by a woman, Mrs. Kathryn Jones, a new 100 watt station is temporarily operating on 1400 kilocycles at Muscle Shoals, Ala. The station should have the support of the Roosevelt administration and General Hugh Johnson because it uses the timely call letters WNRA.

The Muscles Shoals station is being tested out on a 30 days' trial basis.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Action On Examiner's Reports

Raymond M. Brannon, Fremont, Neb., denied application for C.P. for new station to operate daytime hours on 1500 kc., 100 watts power, sustaining Examiner R. L. Walker; KFOR, Cornbelt Broadcasting Corp., Lincoln, Neb., granted renewal of license on present frequency 1210 kc., 100 w. night, 250 watts day, unlimited time; portion of facilities of this station was applied for by Raymond M. Brannon for station at Fremont, Neb., Examiner R. L. Walker was sustained in this decision.

Application Dismissed

The following application was dismissed at request of applicant: WSDK, Aeronautical Radio, Inc., Washington, D. C., modification of license requesting additional frequencies: Brown chain, 2612, 2636, 12210 kc.

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[illegible]

[illegible]

[illegible]

COMMISSION RECEIVES COUGHLIN INTERFERENCE COMPLAINTS

Several Senators and Representatives have forwarded along complaints received from constituents alleging interference in the broadcasts of Father Coughlin, of Detroit.

The Commission is investigating these complaints but in the meantime has taken no action in the matter.

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TWO MORE STATIONS GRANTED 50 KW POWER

Stations WBT, at Charlotte, N. C., and WHAS, The Courier-Journal Co., and the Louisville Times Co., Louisville, Ky., were granted increases in power from 25 KW to 50 KW on their same frequencies, 1080 and 820 kc., respectively, following hearing before the full Commission on November 22.

In the case of WBT, the Commission decided that "the operation of WBT with 50 KW power will result in a more efficient use of the frequency (1080 kc.)"

With the granting of increased power to WHAS, the Commission's grounds for decision were that "the operation of WHAS with 50 KW power will result in a more efficient use of the frequency 820 kc., and no appreciable increase in interference may reasonably be expected to develop from the operation of WHAS".

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COMMISSION WRESTLES WITH LIQUOR PROBLEM

Early announcement may be expected by the Federal Radio Commission as to its attitude with regard to the legality of advertising liquor over the air. The Commission awaits a report from its Legal Division which has been in touch with the Department of Justice and the Post Office Department.

The Reed amendment barring use of the mails for liquor advertising in dry States is expected to block such advertising in newspapers and magazines even after December 5, the date of repeal, but since the Reed amendment was enacted in 1917, about five years before the advent of commercial broadcasting, it is not believed the amendment will affect the radio. The amendment specifies only use of mails.

Nevertheless, the Radio Commission is looking into the question thoroughly and will make no public announcement until sure of its ground.

The Columbia Broadcasting System previously announced that it would not accept liquor advertising after the repeal but that it would be willing to carry wine advertising.

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BROADCASTERS DEFEND THEMSELVES IN DEBATE HANDBOOK

So great has been the demand for information by students in connection with the debate on the question whether the United States should adopt the British radio system, that a 200 page book, "Broadcasting in the United States" is being prepared by the National Association of Broadcasters. The book will defend the American system and copies will be given free to debaters and debate coaches upon request.

Advocating the British system, the National Committee on Education by Radio, in a recent bulletin states:

"A factor involved in changing some of the fundamental features of the American radio practise is the matter of cost. It is not surprising that the selfish interests should use inflated cost figures. One representative of the 'commercial crowd', for example, estimates that to adopt a radio plan similar to that of the British would involve an initial capital cost of $278,000,000 plus an annual cost of $145,000,000 for providing three national programs to every listener in the United States. Whether or not three national programs for the United States are necessary is certainly open to debate. Moreover, an American plan using the essential features of the British system should cost no more, in all probability much less, than the present wasteful haphazard practise. According to the figures of the Federal Radio Commission, the total physical assets of American broadcasting including technical equipment, real estate, furniture, and fixtures but excluding goodwill, total $30,578,680.31.

"Gross receipts for one year of individual stations aggregated $38,461,302.41 and of chain companies, $39,296,746.36 according to the same report. From these amounts the entire support of the present American broadcasting practise has been derived. The reason receipts are given rather than expenditures is because the report of expenditures submitted to the Federal Radio Commission shows too much trick bookkeeping. For example, after listing the usual expenditures for programs, employees, line charges, equipment, replacement, and the like, CBS lumps more than 50 percent of its annual outlay under the heading of 'other expenditures', while NBC places more than 40 percent under this same classification."

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WISNER SEEKS TO HAVE PATRIOTIC ANCESTOR HONORED

G. Franklin Wisner, Chief of the Press Service of the Federal Radio Commission, is endeavoring to have Congress award posthumously the Distinguished Service Medal to Henry Wisner, a member of the First and Second Continental Congresses and the only member of the New York delegation who voted for independence.

In furtherance of this effort, Franklin Wisner, following years of work has completed a book, "The Wisners in America, A Family of Patriots and Pioneers"; published in Baltimore, it contains 280 pages and 77 charts listing 1700 families including 8,000 persons. The book is a tribute to Mr. Wisner's thoroughness and industry and is really a remarkable publication.

Documents are on display at the Library of Congress showing Henry Wisner's signature alongside of George Washington, John Adams, John Hancock, Benjamin Franklin and other members of the Continental Congress, recording important actions.

After voting for Independence, Henry Wisner rushed back home to Goshen, Orange County, N. Y., and established plants for manufacture of gunpowder to supply ammunition for the Colonists in the impending struggle with the Mother Country. Wisner also helped to fortify the Hudson to block passage of the enemy. Then he was elected a member of the Provincial Assembly of New York, so that when time came to go to Philadelphia to sign the Declaration of Independence, he said he was too busy to spare the time.

Last Summer Franklin Wisner took part in the dedication of a memorial to Johanes Wisner, an official in Queen Anne's Army, who settled in New York State in 1702.

The memorial was erected along the public highway, at the suggestion of the New York State Board of Education, on a tract of land granted to Wisner for his valiant services while fighting against the armies of Louis XIV, of France, under the Prince of Orange and later under the Duke of Marlborough. The marker reads:

New York Settlers
First in Town of Warwick
Johanes and Elizabeth Wisner
Under Wawayanda Patent 1702
Settled Here in 1712

Johanes Wisner was the progenitor of a long line of pioneers and patriotic Americans whose offspring are to be found in practically every State in the Union, many of whom are located in Maryland.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

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No. 679

December 5, 1933.

GERMAN AND SPANISH RADIO O.K. DESPITE DEPRESSION

That both the German and Spanish radio industries have maintained notably strong positions notwithstanding the depression is revealed in reports to the Commerce Department.

Production of radios in Germany has risen from a total value of 8,000,000 marks in 1924, to an estimated total of 165,000,000 marks in the current year. In contrast to many other industries, Trade Commissioner Canty, in Berlin, points out that the foreign trade balance sheet of the radio industry has consistently shown profits.

Ten years ago, the report shows, there were less than 2,000 radio owners in Germany. Each year the number has risen sharply and the figure on January 1, 1933, stood at 4,308,000. However, it is pointed out that Great Britain has 114 radio sets to every 1,000 inhabitants; Denmark has 150; Sweden, 103; while the figure for Germany is only 69.

One-half of Germany's total population, according to the report, is made up of the working classes, only one-fourth of which are owners of radios. Improvement in Germany's economic condition with resulting increased purchasing power, the report states, is certain to increase the demand for radios generally among these classes of the population.

Spain is a promising market for American radios, according to Consul General Claude I. Dawson, Madrid.

Notwithstanding the general economic depression, Dawson reports, the Spanish demand for receiving sets has held up much better than it has in the case of most other lines of merchandise and appears to be growing steadily.

American radios practically dominate the market, the chief competition coming from the Dutch Philipps Company. Germany is holding a small share of the market and some Italian sets have been sold.

While radios are not classified separately in Spanish import statistics, they make up for the great bulk of receipts classified under the head of "telegraph and telephone material." In 1932, total imports under this classification amounted to 9,465,000 pesetas of which approximately 5,000,000 was accounted for by United States radio sets.

The Spanish market for radio presents certain peculiarities, the report points out. Because of static and other factors, the very long wave set used in Northern Europe is of little interest in Spain. There is some demand for the ultra short-wave set used in the more expensive models by the wealthier classes interested in receiving foreign programs. The popular demand, however, is for the sets of from 200 to 500 meter wave length and it is in this type that it is believed that American business can be expanded.

It is estimated by Spanish dealers that the number of radio sets now in use in Spain is in the neighborhood of 400,000, a figure which includes a large number of obsolete and crystal sets. Production of radios in Spain is negligible, the Spanish radio industry confining itself largely to the production of cabinets in which foreign chassis are installed.

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COMMITTEE TO RECONSIDER COLUMBIA'S PRESS GALLERY REQUEST

A meeting will be held Monday, December 11, to further consider the application of the Columbia News Service to admit their radio reporters to the Capitol Press Galleries. Those who will attend will be Speaker of the House of Representatives Rainey, Senator Copeland, of New York, Chairman of the Senate Rules Committee, Samuel W. Bell, Chairman of the Standing Committee of the Press Galleries, Henry W. Bellows, Vice-President of Columbia, and Ted Church, head of the Columbia News Service in Washington.

Considerably more than 100 letters and telegrams have been received by Mr. Bell from editors and publishers protesting against amendment of the Press Gallery rules to admit radio reporters, the Editor and Publisher reports.

H. C. Ogden, publisher, Wheeling (W. Va.) News, and Wheeling Intelligencer, wrote the only letter which was not opposed to admission of radio reporters.

"It would seem to me that the propriety of granting their admission would depend more particularly upon the facilities which the press gallery has, and also the purpose for which they propose to use the matter to be gained", Mr. Ogden wrote.

"Personally, I can't see any great objection to the Columbia Broadcasting reporters being admitted to the press gallery. There is not much to be gained or lost either way. There is certainly nothing to prevent them from getting the news or, at least, all they want to broadcast, and admission to the press gallery is only a matter of convenience."

"The newspaper is the voice of the people and, as such, can serve a useful purpose only by remaining independent of and wholly separate from any form or implication of government control, licensing, censorship, regulation or influence", wrote Harry Chandler, publisher, Los Angeles Times.

"The radio is a commercial undertaking subject directly to government control and regulation under a licensing system that can be and actually has been invoked to deny an operating license, or to revoke the operating license of broadcasting units.

"It is obvious, therefore, that constitutional guarantees of free speech and of a free press are not regarded and have not been regarded as applying to the radio.

Among the others who have protested to Mr. Bell are:

Col. Robert R. McCormick, publisher, Chicago Tribune; Robert B. Choate, managing editor, Boston Herald and Boston Traveler; John C. Martin, publisher, Philadelphia Evening Ledger, Public Ledger and Inquirer; Frank Knox, publisher, Chicago Daily News; George E. Stephenson, publisher, Boston Evening Transcript; Grove Patterson, editor, Toledo (O.) Blade; L. K. Nicholson, publisher, New Orleans Times-Picayune; Eugene MacLean, general manager, Washington Post.

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CANADIANS IMITATE MARINE BAND BROADCAST

In their broadcast from Montreal last Sunday, the Canadian Grenadier Guards Band led by Captain Gagnier sprang a real surprise on American listeners by giving an imitation of the United States Marine Band playing the Marines' Hymn and singing the chorus of the stirring song just as the Marine bandsmen do on their broadcasts from Washington,

Following this the Canadian band played a march written by Capt. Taylor Branson, leader of the Marine Band. Captain Gagnier had previously telegraphed Captain Branson, and the latter was among the listeners in the Capital.

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MARCONI ATLANTIC WIRELESS FEAT 32 YEARS AGO

It will be thirty-two years ago Tuesday, December 12, since Marconi succeeded in sending the first wireless signal across the Atlantic.

Describing the accomplishment of this historic feat, Orrin E. Dunlap wrote in "Dunlap's Radio Manual":

"Then came December 12, 1901, important in the annals of wireless. Marconi sent up a kite to about four hundred feet elevation. It held the wire firmly, and Marconi prepared to tune the set for radio waves radiated in England. Before leaving the British Isles, he had given instructions to operators at Poldhu, Cornwall, on the southwest tip of England, to send the letter 'S' at a fixed time each day, beginning as soon as word was received that St. John's was ready to listen.

"Marconi and one of his assistants began tuning for Poldhu's wave length about noon. They were the only two persons present. Marconi thought he heard a signal and he handed the phones to his companion to verify it. Distinctly and unmistakably came the three dots forming the letter 'S'. At 1:10 P.M., more signals were heard, and at 2:20 P.M., Marconi again picked up Poldhu's spark, still sending 'S'. The Atlantic had been spanned by radio.

"On the following Friday he heard Poldhu again, but on Saturday no impulses actuated the detector, chiefly because of adverse atmospheric conditions, fluctuations of the kite's elevation, and the delicacy of the receiving set. Marconi hesitated to announce his achivement to the world, and it was not until two days later that he gave a statement to the press. Many disbelieved that messages could be sent through space for 2000 miles without the use of cables or wires."

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U. S. SUPREME COURT REFUSES TO CONSIDER KFAB CASE

The Supreme Court of the United States refused to review the decision of the Supreme Court of Nebraska on jurisdictional grounds. This particular decision of the Nebraska court refers to the action brought by C. A. Sorensen against the KFAB Broadcasting Co., Lincoln, Nebr., at which time the Nebraska court held that a radio station is liable for defamatory remarks uttered in a political speech delivered over a station. It involves the construction of Section 18 of the Radio Act of 1927. Following the decision of the Nebraska court, the National Association of Broadcasters, through arrangement with the Lincoln station, retained counsel to secure a Supreme Court review of the question.

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REPUBLICANS DECLARE RADIO IS CENSORED

The Republican National Committee touched off some pre-campaign explosive by the following:

"The radio has supplanted the public platform of former years as the medium of public discussion. To censor or muzzle it is to suppress free speech. Notwithstanding General Hugh S. Johnson's repeated public denials to the contrary, documentary evidence is in hand that broadcasting stations have been officially threatened with loss of their licenses unless they censor the use of their facilities in behalf of the N.R.A.

"They object to the muzzling of the press - the bulwark of popular government. That this has been attempted is evidenced by the stubborn resistance for over two months of the N.R.A. to writing into the newspaper code a reaffirmation of the Constitutional guaranties of freedom of the press."

The assertion concerning the alleged attempt to influence radio broadcasting in favor of NRA brought denials from several quarters. The National Committee did not go into particulars and rested on its assertion that there was documentary evidence in hand.

One Republican member of the Federal Radio Commission, Harold A. Lafount, said: "That is not correct. There has never been any threat or a suggestion of it."

Deputy Administrator Sol Rosenblatt, who handled the Radio Code for NRA, said: "It's the most ridiculous and absurd thing I've ever heard of."

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ASCAP REPORTED READY TO LICENSE N. Y. TAXI RADIOS

Reports from New York are that the American Society of Composers are getting ready to exact a license fee from New York City taxicabs using radio sets. There are said to be upwards of 1,000 taxis in the greater city. One concern calls itself the Radio Taxicab Corporation and numerous taxis advertise the radio feature in one way or another.

It is said that the Composers consider taxis with radios as likely a subject for a license fee as hotels and restaurants operating radios for patrons.

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RADIO TO KEEP POWDER DRY IN TUGWELL BILL OPPOSITION

On the eve of the Senate hearings scheduled to begin Thursday, Dec. 7, opposition to the Tugwell Bill, proposed food and drugs legislation, seems to be piling up like a rolling snowball. Nevertheless, radio interests, having about $25,000,000 at stake, approximately the amount the food and drug interests spent on the air last year, are proceeding cautiously and are keeping their powder dry for the final fight.

"We don't want to do any shooting", said Henry A. Bellows, Chairman of the National Association of Broadcasters' Legislative Committee, "until we know what we are shooting at."

As far as known at this writing, the only witness to appear for the broadcasters will be James W. Baldwin. Mr. Baldwin will present a carefully prepared statement of their objections and will speak for the industry as a whole. Since there are to be about 200 witnesses, it is a matter of conjecture as to how soon Mr. Baldwin will be heard and how much water may go over the dam before that.

Because of the tremendous opposition aroused by the Tugwell bill, there hardly seems to be a chance of its being enacted in anywhere near its present form.

It is conceded that possibly some food and drugs legislation may be put on the books during the forthcoming session with the Administration backing, but it will be considerably less drastic than the Tugwell bill.

There is even a report to the effect that Dr. Tugwell may resign at an early date and thus himself pass pretty much out of the picture.

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CBS SENDS COMMENTATOR TO PAN-AMERICAN CONFERENCE

Edward Tomlinson, journalist and authority on South American affairs, has been sent to Montevideo, Uruguay, to give a series of radio reports over the Columbia network on the Pan-American Conference. Tomlinson is flying to the scene of the international parley and will inaugurate the broadcasts in about two weeks.

The Pan-American Conference of 1933 is regarded as among the most important held between the United States and her American neighbors. Questions of international trade and politics will be aired with a view to bettering economic conditions throughout the Western Hemisphere.

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BUSINESS LETTER NOTES

M. A. Leese, owner of Station WMAL, in Washington, whose initials are the last three call letters, died last week from heart trouble after having been confined to his home for about two weeks. Mr. Leese, who was in the optical business, had just been elected President of the Washington Chamber of Commerce to succeed Thomas P. Littlepage, lawyer and counsel for numerous radio stations.

Mr. Leese established WMAL in 1927. He continued to operate this as an independent station until recently, when it was leased to the National Broadcasting Co. From the start, WMAL's time was largely given over to promoting the civic and business interests of the city, and in appreciation for this and other civic work, the Cosmopolitan Club awarded Mr. Leese the first medal for distinguished public service in the District in 1930.

His widow, Fannie I. Leese; two sons, W. Earle Leese and M. Norman Leese, and a daughter, Mrs. N. Lorraine Good, all residents of Washington, survive him.

The degree of Doctor of Engineering has been conferred on Orestes H. Caldwell, former Federal Radio Commissioner, and now President of the New York Electrical Society and editor of the McGraw-Hill publications, Electronics and Radio Retailing, by the President and Faculty of Purdue University.

Another example of those who excell on the radio having their troubles in the movies is Ed Wynn. Although declaring Mr. Wynn himself "is more than funny; he is lovable", the New York Times critic is far from enthusiastic about the comedian's new picture.

"In 'The Chief', Mr. Wynn transfers his celebrated radio character to the screen and it comes out, visually, a good deal less hilarious than on the air waves", the Times critic writes. "As a somewhat desperate effort to corral the comedian's radio public the film presents him at the end in a typical radio broadcast, dictating answers to his fan mail. What it all comes down to is that Mr. Wynn is genuinely funny and 'The Chief' is not."

Wynn was freed of a disorderly conduct charge in New York after denying that he had assaulted a process server in his hotel apartment. This was supposedly in connection with debts contracted with the defunct Amalgamated Broadcasting System. Describing his rumpus with the process server, the comedian told the court:

"I was eating with my son, who is studying mechanical engineering", Wynn declared.

"Never mind that part of it", Mandel, the opposition lawyer interjected.

"Well, I just wanted you to know what he's going to be when he grows up", the Chief countered.

Amendment to the California radio laws to provide that broadcasting stations must keep a permanent record of speeches and produce this record in court in event of slander or libel suits will be sought at the next legislative session.

Active support of such an amendment was pledged recently by Gov. Rolph and Assemblymen Willard Badham, Kent H. Redwine, Charles W. Lyon and Clare Woolwine.

"There should be no difference between a newspaper and a radio station as concerns libel", the Governor said.

John McCormack, while in Washington on a concert tour, predicted that the day is near at hand when people will no longer pay to hear music sung or played.

"I'm glad I got my start some 20 years before radio appeared", he said. "It's going to be tough on these newcomers."

While enthusiastic over his own experience with radio, he lamented that radio singers, such as crooners, go on the air with such little background and training. Too much is left to the mechanical twisting of volume control, he observed.

Examiner Ralph L. Walker has recommended that the application of F. J. Reynolds for voluntary assignment of license of Station WMBR, of Tampa, Fla., to F. J. Reynolds, Inc., be granted, and that the application of F. J. Reynolds, Inc., for a construction permit to move Station WMBR from Tampa to Jacksonville, Fla., be granted.

The Commission has ordered that the application of Raymond M. Brannon, of Fremont, Neb., for a construction permit for a new station be denied. At the same time the Commission granted a renewal of license to Station KFOR, of Lincoln, Nebr., operated by the Cornbelt Broadcasting Co. Brannon proposed that the Commission withdraw and reallocate a portion of the facilities of KFOR for his new station asked for.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Broadcasting)
Dec. 5, 1933.

WENC, Americus Broadcast Corp., Americus, Ga., C.P. to move transmitter and studio from Americus to Albany, Ga., and make changes in equipment; KMBC, Midland Broadcasting Co., Kansas City, Mo., C.P. to move auxiliary transmitter from Independence, Mo. to Kansas City, Kansas, to location of main transmitter; KDFN, Donald Lewis Hathaway, Casper, Wyo., license covering local move of station, and making changes in equipment, 1440 kc., 500 watts, unlimited; WQDM, A. J. St. Antoine & E. J. Regan, St. Albans, Vt., license, 1370 kc., 100 watts, specified hours; KMBC, Midland Broadcasting Co., Kansas City, Mo., license covering change in location of main transmitter, 950 kc., 1 KW, unlimited time; KIEM, Harold H. Hanseth, Eureka, Cal., authority to operate night of December 7th, in order to broadcast NRA meeting, KFJI consented to operation; WHAZ, Rensselaer Polytechnic Inst., Troy, N. Y., authority to remain silent December 25 and January 1st on account of Christmas and New Year's holidays; KWSC, State College of Wash., Pullman, Wash., authority to remain silent from 9:30 P.M., Dec. 23 to 6:45 A.M. January 8, 1934, PST, in order to make certain improvements in equipment; KWLC, Luther College, Decorah, Ia., authority to remain silent from December 20, 1933, to Jan. 2, 1934, during Christmas holidays at college.

Applications Other Than Broadcasting - Peoria Police Dept., Madison & Fulton, Peoria, Ill., general experimental C.P. frequencies 30100, 33100, 37100, 40100, 86000-400000, 401000 kc. and above, 100 watts; also, Portable & Mobile, 10 C.P.s for Gen. Experimental service, frequencies same as above, power 4.5 watts; Press Wireless, Inc.: WJC, Chicago, Ill., renewal of fixed public press, pt. to pt. telg. license in accordance with existing license; also granted modification of license, to change equipment and reduce power from 5 KW to 4 KW; WRDB, Washington, D. C., modification of C.P. to change frequencies from 5285 and 5355 to 5350 and 4726 kc., enlargement in points of communication, and extension of completion date from Dec. 1, 1933 to July 1, 1934; WAFM, WAFN, WHY, WHT, WJA, WHV, 4 miles E. of Elgin, Ill., modification of C.P. to change frequencies 5350 kc., WAFM; 5360 kc, WAFN; 18560 kc., WHY; 11640 kc., WHT; 7340 kc., WJA; 15640 kc, WHV; 4735 kc., WAFJ; 6920 kc., WJC; 8810 kc. WHS; 15910 kc., WHX; 14635 kc., WHU; extend completion date to July 1, 1934, and change in points of communication; WRDJ, Hicksville, N. Y., modification of license to add San Francisco as primary point of communication; KJAM, Honolulu, Hawaii, modification of license to change frequency from 5315 to 4720 kc., and add Seattle and Fairbanks, Alaska, as primary points of communication.

Also, Bell Telephone Laboratories, Inc., Portable, used principally in Monmouth Co., N. J., C.P. for general experimental purposes; frequencies 1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 30100, 31100, 31600, 33100, 34600, 35600, 37100, 37600, 38600, 40100, 40600, 41000 86000-400000 and 401000 kc. and above, 1 KW power.

Also, W9XC, General Household Utilities Co., Marion, Ind., C.P. to change location of transmitter from Marion, Ind. to Chicago, Ill.; KGXQ, American Radio News Corp., near Redwood City, Cal., modification of C.P. to extend commencement date to 1/15/34 and completion date to 7/15/34; WMES, The Lorain Co. Radio Corp., Lorain, Ohio, modification of C.P. to change transmitter location from Lorain to 1.8 miles west of Lorain City, Lorain, Ohio, and change frequency from 2512 to 2550 kc.; W6XA, Remler Co., Ltd., Berkeley, Cal., modification of C.P. to change location of station from fixed at Berkeley to portable and mobile; also granted license covering same frequency 41000 and 51400 kc., 5 watts; W6XAP, Airfan Radio Corp., Ltd., Portable and Mobile, vicinity of San Diego, Cal., modification of license to add frequency 31100 kc., and change power from 6 to 30 watts; WPFZ, City of Miami, Fla. Miami Beach, Fla., license for police service, 2442 kc., 100 watts; WPPC, City of Providence, Board of Public Safety, Police Dept., Providence, R. I., license for police service, 1712 kc., 150 watts; D. Reginald Tibbetts, Portable & Mobile: W6XAT, W6XAV, W6XAW, W6XAX, W6XAY, W6XAZ, W6XBA, licenses, general experimental service, 41000, 51400, 61000 and 63000 kc., 25 watts.

Also, KICI, Superior Portland Cement Co., Dall Island, Terr. Alaska, license, fixed public point to point telephone; 3092.5 kc., 50 watts; KIIO, Northern Commercial Co., McGrath, Alaska, license, fixed public point-to-point telephone service, frequencies 2994, 3190 kc., 50 watts; KIIC, Camp Kingston, Cal. and KIID, Yermo, Cal., Dept. of Water & Power, City of Los Angeles, licenses for special emergency service, 3190 kc., 30 watts; WGS, Vieques, P. R., and WKZ, Ceiba, P. R., Govt. of Puerto Rico, Bureau of Insular Telegraph, renewal of point-to-point telegraph license, in exact conformity with existing licenses.

Miscellaneous

The Northern Corp., Chelsea, Mass., granted C.P. for new station, 1500 kc., 100 watts night, 250 watts day, unlimited time; KGBX, KGBX, Inc., Springfield, Mo., granted 60 day extension of authority to operate unlimited time pending decision on pending application.

Ratifications

Action taken Nov. 27: KOSQ, Mackay Radio & Telg. Co., New Orleans, granted 60 day authority to operate aboard vessel "Fairland" pending receipt and action on formal application; Action taken Nov. 28: WBOW, Banks of Wabash, Inc., Terre Haute, Ind., set for hearing application requesting change of frequency from 1310 to 1360 kc., increase in power from 100 watts to 500 w. night, 1 KW day, install new equipment and move transmitter locally; WMDW, Radiomarine Corp. of America, Washington, D. C., granted first and third class public ship license, "Santa Monica"; KEFC, Mackay Radio & Telg. Co., Inc., New York, granted 3rd class public ship license, "EXFORD";

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SOME RECENT NBC NEW AND RENEWAL ACCOUNTS

RENEWAL - The Texas Co. (Gasoline), New York City; Agency - Hanff Metzger, Inc., 746 Fifth Ave., N. Y. City; Started Oct. 24, 1933; Tuesday 9:30-10:00 P.M.; Network - WEAF WEEI WJAR WTAG WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WLW WMAQ KSD WOC WHO WOW WDAF WTMJ KSTP WIBA WEBC WDAY KFYR WRVA WWNC WIS WJAX WIOD WFLA WSM WMC WSB WJDX WSMB KVOO WKY WBAP KPRC WOAI KTBS KGO KFI KGW KOMO KHQ KFSD KTAR KOA KDYL KGIR KGHL; Program, 35 piece orchestra under direction of Don Voorhees, guest artists.

RENEWAL - Health Products Corp (Feen-A-Mint), Newark, N. J.; Agency - McCann Erickson, Inc., New York City; Started Oct. 23, 1933 Mon. Wed. Fri., 7:30-7:45 P.M.; Network - WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR-WLS KWK KWCR KSO KOIL WREN; Program - "Potash and Perlmutter" - dramatizations.

NEW - Humphrey's Homeopathic Medicine Co. (Humphrey's Remedies) Pine & Center Sts., N. Y. City; Agency - The Biow Co., 521 Fifth Ave., N. Y.C.; Started Nov. 13, 1933; Time - Sunday 12:15-12:30 P.M. Mon. Wed. Fri. 10:15-10:30 A.M.; Sunday - WEAF WTAG WEEI WJAR WCSH WFBR WRC; Mon. Wed. Fri. - WEAF WTAG WJAR WCSH WLIT WFBR WRC; Program - Bob Emery in songs and recitations.

NEW - Red Star Yeast Products Co. (Compressed Yeast), 221 E. Buffalo St., Milwaukee, Wis.; Agency - N. W. Ayer & Sons, Inc., 164 W. Jackson Blvd, Chicago, Ill.; Started Oct. 17, 1933, Tues. Thurs. Sat., 11:00-11:15 A.M.; Network - Philadelphia, WGY WBEN WCAE WTAM WSAI WWJ, Chicago, WOC WHO WOW WDAF WTMJ KSTP; Program - "Galaxy of Stars", musical and voice.

RENEWAL - Tastyeast, Inc. (Tastyeast), Trenton, N. J.; Agency-Stack-Goble Advertising Agency, Chicago, Ill.; Started Nov. 6; Mondays 7:15-7:30 P.M. EST; Network - WJZ WBZ WBAZ WBAL WMAL WSYR KDKA WHAM; Program - "Baby Rose Marie".

RENEWAL - Benjamin Moore & Co. (Paints and Varnishes), New York City; Started Nov. 1, 1933; Wednesdays 11:30-11:45 A.M. EST; Network - WEAF WEEI WJAR WFI-WLIT WFBR WRC WGY WBEN WTAM WWJ WLW WMAQ WOC WHO WOW WDAF WEBC WDAY KSTP WKY WFAA-WBAP WOAI; Program - "Betty Moore - Interior Decorating" talk by Betty Moore and organ music.

NEW - General Motors Corp., Detroit, Mich.; Agency - Campbell-Ewald Co., Inc., Detroit, Mich; Starts December 17, 1933; Sundays, 6:00-7:00 P.M. EST; Network - WJZ WBZ WBAL WBZA WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR-WLS KWK KWCR KSO KOIL WREN; Program - Musical but talent undetermined.

NEW - Marrow Oil Co., Chicago, Ill.; Agency - Stack-Goble Advertising Agency, Inc., Chicago, Ill.; Started Oct. 29, Sunday and Wednesday 4:15-4:30 P.M. EST; Network - Sunday WLS KWK WREN KWCR KOIL KSO; Wednesday KWK KWCR WREN KOIL KSO; Program - Gene Arnold in 1 poietry and prose with piano accompaniment.

NEW - Plough, Inc. (Pharmaceutical & cosmetics, St. Joseph's Aspirin and Penetro), Memphis, Tenn.; Agency - Lake-Spire-Cohn, Inc. Memphis, Tenn.; Started Oct. 17, Tuesdays 8:00-8:15 P.M.; Network - WSAI KSD WOC WHO WOW WRVA WPTF WWNC WIS WJAX WIOD WFLA WMC WSB WJDX KVOO WKY KTHS WBAP KTBS KPRC WOAI WSM; Program - script show with music.

RENEWAL - Bayer Co. (Bayer Aspirin), N.Y.City; Agency - Blackett-Sample-Hummert, Inc.; N.Y.City; Started Oct. 15; Sundays 9:30-10:00 P.M.; Program - "American Album of Familiar Music."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF DECEMBER 8, 1933.

No. 680

RADIO BELIEVED ONLY TEMPORARILY HALTED IN CUBA

Recent political difficulties in Cuba have necessarily interfered somewhat with merchandising and distribution. However, there is no evidence that the basic market has been affected, and while there may have been momentary stoppage of radio business and some resultant losses, there have been no definite indications that the long-term demand will be other than as it is, controlled by current economic conditions, affected more by world fluctuations than by local political affairs, our commercial representative in Cuba reports to the Bureau of Foreign and Domestic Commerce. Future political developments will have greater bearing, and the question is raised as to whether the political trend will be toward continued disturbances or toward stability - a matter which cannot be forecast from any commercial information available.

Early in 1933 an organization of radio wholesalers in Cuba was formed for the purpose of promoting ethical trade practices and for interchanging credit information. Such matters as abuses of demonstration privileges, and repossession to rid buyers of obligations to permit the purchase of cheaper apparatus, were marked for immediate attention.

Radio apparatus sold in Cuba is almost exclusively of American origin. Occasional small supplies of European makes are imported, but these are of little importance. Most of the well-known American names are common in Cuba.

Exports of radio apparatus from the United States to Cuba were valued at $767,198 in 1930, but dropped to $327,822 in 1931 and finally on account of the depression and internal troubles to but $156,138 in 1933.

The Cuban broadcasting system is one peculiar to the Republic, and does not fall fairly within any of the planned systems employed in most countries. Most of the broadcasters are licensed as amateurs, in a sense not essentially different from the licensed amateurs of the United States but Cuban amateurs are not restrained from providing broadcasting, and those who have established themselves in this activity occupy channels within the broadcast band.

This system originated in the early days of broadcasting, when it became apparent that the amateurs as a class could broadcast for broadcast listener reception, and desired to do so; whereas, the elements for support of a true broadcasting system were not so obviously present. The lack of early provision for broadcast channels, and the occupation by amateurs of the band

to which popular broadcast receivers were designed, resulted in a natural diversion of amateur activities from intercommunication to public entertainment, in which they have become more firmly intrenched as the activity becomes more thoroughly established.

In effect, most of these amateurs are now more closely identifiable as broadcasters than as amateurs. Regular schedules and commercial broadcasting are characteristic of the principal class, and as they are officially listed by the Government together with the few broadcasters, the line of demarcation has practically disappeared. Some of them operate on appreciable power - within the low range maintaining in Cuba - but all obviously fall within a class commercially known in the United States for general purposes as "cottage industries". The more common power range lies below 50 watts and down to 7½ and 5, in the antenna. Service areas are therefore restricted to immediate localities, and commercial features are on the local or retail, rather than the institutional advertising basis.

The Cuban market for radio apparatus or any other commodities that do not constitute necessities, is limited to the wealthy and salaried classes. The prosperity of the people of lesser means is dependent upon the return from agricultural crops, principally sugar and tobacco; and low prices prevailing for these commodities during the past several years have severely affected the ability of these people to purchase such comparatively expensive items as radio.

It is not to be assumed that the concentration of wealth in Cuba is as great as in many other Latin American countries. While, in common with them, the population is largely divided into the richer and poorer classes, there is in Cuba a definite middle class which includes a large proportion of the population. This condition creates a demand for high-class products, but not without limitation in the matter of price.

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SEES FEDERAL ADMINISTRATOR OF COMMUNICATIONS

A plan is being cooked up to have an Administrator of Communications, George Durno reports in the "National Whirligig" published by the McClure Newspaper Syndicate of New York. He would function for telegraph, telephone and radio companies much as Coordinator Eastman does for the railroads.

"A committee under Secretary of Commerce Roper is working the problem out. Recommendations probably will be forthcoming to Congress", Mr. Durno writes.

"Some fine points have to be decided first. Wireless men don't want the broadcasting end of radio included in the setup. The telephone already being a monopoly there is also considerable agitation to confine the coordinating to telegraph and wireless.

"Unsuccessful efforts have been made in the past to get legislation permitting merging of the telegraph companies with at least one radio connection. The telegraph companies aren't making money. The Co-ordinator idea may be the solution."

In a confidential note to editors (not for publication) Mr. Durno adds:

"In the proposal to put a Federal Administrator over communications the Government is dealing with a complicated and interwoven situation.

"Western Union and ITT (Postal) tried to merge last year but the bill was beaten in the Senate. This merger would have frozen out RCA. The earlier move to merge Western Union and RCA has faded out. In the meantime, the telephone company holds the patents to the teletype with which it could send 18 telegrams over a wire used for a phone conversation.

"An effort probably will be made to have the three fields separated - radio, telephone and telegraph - insofar as overlapping ownership of stock is concerned. Service reforms would then be undertaken as are being done with the railroads."

It is understood that the Communications Committee has completed its report and submitted it to Secretary Roper to be sent along for the President's approval.

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WOULD AVOID WOW INTERFERENCE

A recommendation has been made to the Radio Commission that an application made by Station KMLB, at Monroe, La., to increase its power to 250 watts and to change its frequency to 590 kilocycles be denied. The latter is the same frequency used by WOW at Omaha, and it was declared the change might cause the Louisiana station to interfere with the Nebraska station.

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RADIO CENSORSHIP IS BUGABOO SAYS JOHNSON

Addressing the National Association of Manufacturers in New York, General Hugh S. Johnson, NRA Administrator denied the Republican National Committee's allegations of radio censorship as follows:

"The radio censorship is a bugaboo out of whole cloth. Who has not heard the air, and I might have said airy, attacks on NRA by former Senator Watson of Indiana, Senator Hatfield of West Virginia, Colonel McCormick, of The Chicago Tribune and many others? I challenge the recent statement that there is any evidence, documentary or otherwise, that I ever sought in any way to influence radio criticism. However, a hired man trying to put together the ideas of his employer in an editorial, and having nothing better to go on, must not, I suppose, be held to strict accountability to the truth. There again occurs the question that, considering the motives and the methods of these hostile newspapers, are you going to let them do your thinking for you?"

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TUGWELL BILL WOULD JEOPARDIZE FREE SPEECH, BALDWIN DECLARES

Testifying on behalf of the National Association of Broadcasters at the Senate hearing on the so-called Tugwell Food and Dgurs bill, James W. Baldwin voiced vigorous objections to the bill in its present form.

"The definition of 'advertisement' in the bill is so broad as to include 'all representations of fact or opinion disseminated in any manner or by any means'", Mr. Baldwin told the Senators.

"Such a definition of advertising appears absolutely unworkable. An expression of 'fact or opinion disseminated in any manner' covers practically every spoken, written or printed word. With such a definition, the prohibitions contained in Section 17, sub-sections (3) and (4) would apply even to the simplest oral statement.

"Such a definition of advertising, if established by Congressional enactment, would go far beyond the scope of the pending legislation. It would, in effect, place formidable barriers around the right of free speech. Within the field specifically covered by these bills, it would render any statement dangerous, unless such statement were based on an intimate and complete knowledge of scientific data.

"Under so extraordinarily broad a definition of advertising, and with the prohibitory provisions of this bill, there is hardly an advertisement of any food product, drug or cosmetic appearing in our newspapers or magazines, or broadcast from our radio stations, which is not at least open to attack. If such

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a definition is permitted to stand, there is scarcely a legitimate advertiser in this entire field who can feel himself reasonably secure from legal action, particularly since such action may and doubtless will be instigated in large measure by his competitors.

"Section 9 declares, in substance, that any advertisement of a food, drug, or cosmetic 'shall be deemed to be false if in any particular it is untrue, or by ambiquity or inference creates a misleading impression.'

"The broadcasters have no desire to enter into the argument concerning self-medication, with which this section is extensively concerned. They do, however, desire to point out three things:

"(a) The phrase 'if in any particular it is untrue' involves the setting up of an absolute standard of truth which, in the ordinary affairs of human life, is utterly unattainable. One may, in this connection, aptly quote Pilate's 'What is Truth?' There is no piece of advertising copy in existence, no newspaper report, no public document, which could wholly meet such a requirement as this. Of course it will be urged that this phrase is not to be taken too literally, but a law that cannot be taken literally is a dangerous and bad law.

"(b) The phrase 'by ambiguity or inference creates a misleading impression' is just as dangerous as the phrase commented on in the preceding paragraph. How is the 'impression' created by any given piece of advertising copy to be determined? What is meant by 'misleading'? Even the most accurate and careful statement of facts, whether contained in an advertisement or in any other form of communication to the public, is subject to misinterpretation. A court has trouble enough in determining the correctness of a statement of facts; no one can even guess what would happen if it were called upon to determine legally the 'impressions' created by 'inference.' Such a provision is a direct blow at all legitimate advertising. It would, if applied literally, threaten virtually every piece of advertising copy in the food, drug and cosmetic field. If not applied literally, it would create a complete chaos of uncertainty.

"(c) The provision that an advertisement of a drug shall be deemed to be false 'if it includes the name of any disease for which the drug is not a specific cure but is a palliative' involves what appears to the layman to be a perfectly hopeless confusion of opinion. The 'cure' of today is the 'palliative' of tomorrow. Most people believe, for example, that aspirin 'cures' headaches because it frequently stops them, but the headache itself may be merely the symptom of an ailment which the drug cannot affect. The use of such words as 'cure' and 'palliative' in legislation is certain to create endless confusion, because the words themselves are of such variable meaning.

"Section 15 directs each United States attorney 'to cause appropriate proceedings to be instituted in the proper courts of the United States.' This throws the initial determination of what constitutes unlawful advertising into a multiplicity

of courts of presumably equal authority, resulting inevitably in hopeless confusion. An advertisement might and doubtless would be held truthful, and hence legal, in one court, and untruthful, and hence illegal, in another of like authority. It seems utterly impossible to avoid disastrous confusion unless the determination of what is and what is not permissible under the law is handled by a single judicial tribunal. This applies particularly to advertising which is interstate in character, and therefore is of special significance to the broadcaster.

"Section 19 gives to the district courts of the United States power to restrain by injunction the 'repetitious dissemination by radio broadcasting - - - of false advertising.' Here again, as in Section 15, confusion is inevitable as a result of action by a multiplicity of courts. An advertisement may be found to be illegal in one court, legal in another, and summarily shut off by injunction in a third where the case has never actually been heard at all. Even the successful defense in court of an advertising statement will not afford full protection, because some other court may rule differently, thereby furnishing the basis for injunctions throughout the country. Unless there is set up a single tribunal with full authority for the entire nation, subject only to the usual rights of appeal, this provision regarding injunctions is bound to give rise to vast confusion and manifold injustices."

In conclusion Mr. Baldwin said:

"It will be noted that the foregoing four specific criticisms of the bill fall into two groups. One concerns what seems to be the impossibility of defining accurately enough for legal purposes what is meant by 'truth' in advertising. It may be said that the broadcasters regard this defect in the proposed bill as fundamental, and that they can see no practicable way of extending the scope of such a bill beyond the deliberate misstatement of specific facts. Manifestly, an advertisement should not be permitted to state that the ingredients of a certain drug are so-and-so, when the manufacturer knows that in fact they are something else. When, however, legislation seeks to control the expression of opinion, or to set up a standard of absolute truth, that is quite beyond the reach of the human mind, it is making the violation of its provisions (inevitable and universal. A strict interpretation of the bill as it stands would destroy the entire advertising business of the United States; a liberal (i.e., lax) interpretation would lead to hopeless confusion.

"The second group of criticisms concerns the proposed administration of the bill. The primary object of any such legislation should be the protection of the public by making clear to advertisers what they may and may not legally do. The method of administration here set up appears completely to defeat this purpose.

"Although reference has here been made to specific setions of the proposed bill, the objections raised to these sections apply likewise, though less directly, to other features of it, and therefore it is on the broad, general grounds herein outlined that the Broadcasting Industry has recorded itself as protesting against the enactment of the legislation 'unless on the basis of many and far-reaching changes therein.'"

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BUSINESS LETTER NOTES

The Brooklyn Daily Eagle has applied to the Federal Radio Commission for a construction permit to erect a new station to operate on 1400 kilocycles with 500 watts power, unlimited time. In this connection the Eagle has asked for the facilities of Stations WBBC, Brooklyn Broadcasting Company, WLTH, "Voice of Brooklyn", Inc.; WARD and WVFW, New York. All are 500 watt stations and share time on the 1400 kilocycle frequency.

The Eagle expects to erect a transmitting station somewhere in the Flatbush area and the studios are to be in the Eagle Building.

Sam Gellard, President of the "Voice of Brooklyn" said that he would oppose the Eagle's application for a permit. It was reported other broadcasters in Brooklyn on the same wave also would protest. It is understood that if the Eagle does not secure the 1400 kc. channel, it will apply for some other channel.

An Italian decree, effective December 5, sharply increased the rates of import duty on typewriters and parts, "sound" cinema apparatus and parts for radio apparatus, the announced motive of which is the "urgent necessity of equalizing the tariff regime of certain products to the changed conditions of the international market", according to a cablegram received in the Department of Commerce from Commercial Attache Charles A. Livengood, Rome.

The new rates, which apply to imports from all supplying countries, are as follows: in lire (a fraction over 5 cents) per net kilo, unless otherwise stated (former rates are in parentheses):

Apparatus for recording sound film, 80 (8.80), apparatus for projecting sound film, 100 (25); unspecified apparatus using thermoionic tubes, 35 (25); thermoionic (including radio) tubes, weighing up to 80 grams, 10 lire each (5 lire each), weighing from 80 to 150 grams inclusive, 22 lire each (12), weighing over 150 grams, 50 lire each (30); unspecified parts of apparatus using thermoionic apparatus, including radio parts 135 (75).

In addition to the above-mentioned specific rates of duty, there is a general ad valorem duty of 15 percent of the c.i.f. value.

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[illegible]

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That America's 10,000,000 unwired homes represent one of the biggest potential new-business opportunities for radio dealers is the opinion expressed by John F. Ditzell, Majestic's General Sales Manager.

"This enormous market", states Mr. Ditzell, "has been practically untouched in the past. The shortcomings of old-style storage battery receivers have been too great. The result is seen in statistics which indicate that only one unwired home out of nine enjoys the advantages of radio, while six out of every nine wired homes now have radios."

Earl Hadley, Majestic's Advertising Manager, reports that dealers have ordered nearly twice as many Christmas displays this year than were ordered last year.

"Variety", the theatrical magazine unconsciously paid a compliment to the radio industry with a big first page headline this week which read "Make Pix as Clean as Radio." The article reads, in part, as follows:

"Filmdom's antidote for dirt is to tap the producers' pocketbook, which would pay for it. In other words, now that the business is nearly under the code, throw frowned-upon stories and plays into a bonfire and let an immediate loss be checked off by the company that committeed the indiscretion. But what is dirt? What is sex? When does sex cross the line? What is vulgarity and what is merely risque? .....

"A company head, and one of the leading chief codists who will have to propound the answers which within a few weeks will decide whether a story or play will be produced or burned, has this viewpoint:

"'The film has to be clean in essence. We will order out most of the sex films. Anyone can laugh at a dirty story, but it takes brains to make them laugh at a clean one. The same goes for pictures. There is no reason why films should not be as clean as radio. And they will be.'"

That the world of today has been shrunk to the width of an ordinary city street, across which sounds echo in the same time that they go by radio around the world will be demonstrated by Orestes Caldwell, former Federal Radio Commissioner and President of the New York Electrical Society, in a coast-to-coast hook-up over the Columbia Broadcasting System, Tuesday evening, December 12, at 9:15 P.M.

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NEW COOPERATIVE CHAIN SEEKING N. Y. OUTLET

The General Broadcasting System was formally incorporated in Delaware last week and is now seeking to consolidate two stations in New York City so as to have a full-time outlet in the metropolis. The stations are WFAB, New York; WPEN, Philadelphia; WDEL, Wilmington; WCBM, Baltimore, and WOL, Washington, all of which, except the first, were identified with Wynn's chain.

According to sponsors of this network, it now is simply a mutual project for interchange of programs, which, however, will be available for commercial use on a network basis. Paul Harron, executive of WFAB and WPEN, is president of the new company.

Already the network is said to have sold enough time to pay the Western Union Telegraph wire charges for the 9 hours each day during which the stations exchange programs. As foretold here previously, the General Broadcasting System has no ambition to become a country-wide network. This was reiterated by a member yesterday who said, "We are not talking about 100 stations or anything like that. It is possible we may include Boston. If we do have an outlet in that city, we will be covering a third of the population of the United States.

"There are 12,000,000 persons in the territory from New York to Washington. Our advertising rate for covering that area is just half what Columbia charges. We are already making a little money. All stock is owned by the member station."

It has been proposed to call the new chain the "Gold Network" because of the rich territory it covers. As a beginner the General Broadcasting System is supplying broadcasts of boxing events in Madison Square Garden from New York and the Washington Catholic Radio Hour from the National Capital.

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"LITERARY DIGEST" PRESENTS RESULT OF POLL

The first of the series of articles in the Literary Digest regarding the popularity of radio features appeared in the issued of December 9. This gives the results of a radio test in which readers expressed themselves on their radio likes and dislikes.

Sixteen thousand, four hundred (16,400) readers clipped, filled, signed and mailed the coupon which appeared in a previous issue of the "Digest" bearing two questions, "What Do You Dislike on the Air?" and "What Do You Like on the Air?" In all, there were 205,336 individual votes. The dislikes totaled 81,271, while significantly, the likes ran far ahead, to 124,065.

The mass of data, carefully tabulated, will be presented in future articles in the Digest.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Dec. 8, 1933)

WAGM, Aroostock Broadcasting Corp., Presque Isle, Maine, C.P. to move transmitter locally and make slight changes in equipment; WOL, American Broadcasting Co., Washington, D. C., license covering changes in equipment, 1310 kc., 100 watts, unlimited; WGCM, Great Southern Land Co., Mississippi City, Miss., license covering increase in power and change in specified hours, 1210 kc., 100 watts night, 250 watts day; WSMB, WSMB, Inc., New Orleans, La., license covering move transmitter 1320 kc., 500 watts, unlimited; WKBB, Sanders Bros., Radio Station, E. Dubuque, Ill., license covering move of station, change in frequency and hours of operation, 1500 kc., 100 watts, specified hours; WCOA, Pensacola Broadcasting Co., Pensacola, Fla., authority to remain silent Christmas Day, also January 1st; KRMD, KRMD, Inc., Shreveport, La., authority to operate Dec. 8, 1933, until 8:45 P.M. in order to broadcast by remote control local Boy Scout program; KWWG, Frank P. Jackson, Brownsville, Tex., extension to remain silent until decision on application for assignment of license, and request of new applicant for facilities of KWWG, but not later than April 1, 1934; WSUI, State University of Iowa, Iowa City, Ia., special temp. authority to operate from 10 P.M. to 1 A.M. CST, Friday, December 15; KRE, 1st Cong. Church of Berkeley, Berkeley, Cal., special temp. authority to operate from 6 to 7 A.M. PST, Christmas Day.

Also, City of Jersey City, Dept. of Public Safety, C.P. for General Experimental purposes, frequencies 30100, 33100, 37100, 40100, 86000-400000, 401000 kc., and above, 100 watts; Same, portable and mobile, 10 C.P.'s for gen. exp. service, same frequencies as above, power, 4.5 watts; The Journal Co. (The Milwaukee Journal), Milwaukee, Wis., Gen. Experimental C.P. 1614, 2398, 3492.5, 4797.5, 6425 and 8655 kc., 1 KW power; Earl A. Nielsen, Portable, Phoenix, Ariz., general experimental C.P. 3100 34600, 37600, 40600 kc., 3 watts; City of LaGrange, Ga., C.P. for police service, 2414 kc., 50 watts; County of Orange, Santa Ana, Cal., C.P. for police service, 2430 kc., 400 watts; City of Long Beach, Portable, Long Beach, Cal., C.P. for police service, 2430 kc., 100 watts; City of Las Vegas, Las Vegas, Nev., C.P. for police service, 2470 kc., 50 watts.

Also, KIFS, KFJI Broadcasters, Inc., Portable, C.P. to make changes in equipment and change frequency from 1518 kc. to 1622 and/or 2150 kc., 50 watts; also granted authority to operate station on new frequencies Dec. 12 between 9 and 12 P.M.; KGZW, City of Lubbock, Dept. of Electrics, Lubbock, Tex., modification of C.P. to extend completion date to Feb. 1, 1934; Aeronautical Radio, Inc.: List of 17 stations, and list of 7 stations modification of License for removal of "Day only" restriction from frequency 4917.5 kc.; WSDC, Newark, N. J., WSDQ, Berea, Ohio WSDG, Chicago, WSDO, Buffalo, N. Y., WSDH, Murfreesboro, Tenn., C.P. aviation - aero. pt. to pt. service, 2612, 3467.5, 2636, 4740, 6540, 6550, 6560, 8015 kc., 250 watts.

Also, Mackay Radio & Telg. Co., Inc.: WMEN, Chalmette, La., modification of C.P. to make certain changes in equipment to be installed, and to give exact location of transmitter #1; for transmitter #3, extension of commencement date to Nov. 21/33 and completion date to May 21/34; WMEC, St. John, Ind., modification of C.P. to make certain changes in equipment and give exact transmitter location (Trans. #1 and 4); for Transmitter #2 and #3 extend commencement date to Nov. 21, 1933, and completion date to May 21, 1934; KIWA, Kent, Wash., modification of C.P. to make certain changes in equipment and give exact location of transmitter; WMZ, Sayville, N. Y., modificiation of license to add frequency 5250 kc., and add Seattle as primary point of communication; WKE, WIW, modification of license to add Seattle as primary point of communication; KNA, Palo Alto, Cal., KWB, KWI, modification of licenses to add Chicago as primary point of communication.

Also, W2XAH, Bell Telephone Laboratories, Inc., South Plainfield, N. J., W10XAR, Western Electric Co., Inc., Portable, W8XAR, Westinghouse Electric & Manufacturing Co., Saxonburg, Pa., W9XA, National Broadcasting Co., Inc., Denver, Colo.; W1XAM, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., W2XBJ, RCA Communications, Inc., Rocky Point, N. Y., W1XP, Massachusetts Institute of Technology, South Darthmouth, Mass., renewals of special experimental licenses in exact accordance with existing licenses.

Oral Argument Granted

The Commission, sitting en banc, will hear oral arguments on January 3, 1934, beginning at 10 A.M. in re Examiner's Report No. 520, concerning applications of WCAO, Baltimore, WICC, Bridgeport, Conn., and WCAC, Storrs, Conn., for increase in operating power to 500 watts, on their common frequency, 600 kc.

Action On Examiner's Report

New - Brooklyn & Queens Transic Corp., Brooklyn, N.Y., denied application for C.P. for radio station to operate on frequencies 27,100, 34600, 41000, 51400 and in the band from 60000 to 400000 kc., for experimental purposes, reversing Examiner George H. Hill.

Ratifications

Action taken Dec. 1 - WOCC, Mackay Radio & Telg. Co., San Francisco, granted 60 day authority to operate additional 100 watt transmitter aboard vessel "Elsegundo", pending receipt and action of formal application; Action taken Dec. 5 - WBAX John H. Stenger, Jr., Wilkes Barre, Pa., granted special temporary authority to change type of tubes in last radio stage; WLAE, Radiomarine Corp. of America, Washington, D. C., granted 60 day authority to operate 500 watt transmitter aboard vessel "Ballcamp" pending action on formal application; WIEO, National Broadcasting Co., Inc., Washington, D. C., granted authority to operate broadcast pickup station on frequency 1566 and 2390 kc., 50 watts, for period Dec. 6 to 9 inclusive.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF DECEMBER 12, 1933.

No. 681

December 12, 1933.

CRITICS FORCE TUGWELL BILL CHANGES

So heavy were the attacks on the Tugwell Food and Drug Bill by James W. Baldwin representing the broadcasting industry and by representatives of other industries during the two days of the Senate Commerce sub-committee public hearings that the measure will be radically revised before the Committee reports to the full committee on or about December 20. It is expected that many of the features objected to will be eliminated. The full committee hopes to have its report completed when Congress convenes January 3.

Arthur Kallet, youthful author of "100,000,000 Guinea Pigs", enlivened the hearing just before its close with a demand that Senator Royal S. Copeland (Democrat) New York, who introduced the Tugwell bill in the Seventy-second Congress, be removed as Chairman of the Committee holding the hearing because of his radio broadcasting on behalf of a food product company.

The demand for Senator Copeland's removal as Chairman came as a surprise to the Committee and was received in silence.

Kallet, granted the floor to speak on behalf of Consumers' Research, Inc., of Washington, N. J., a service claiming 50,000 subscribers, began by saying he did not believe it was possible for the consuming public to receive a fair hearing at a meeting "packed with representatives of patent medicine manufacturers, when the Chairman of this Committee is receiving pay for broadcasting in behalf of a nationally advertised product, the claims for which will be adversely affected as being untrue and misleading under the terms of the pending legislation."

Senator Copeland, who had been growing increasingly red in the face through Kallet's opening remarks, interrupted to ask if the speaker thought he had been unfair.

"Yes", replied the young author, "and I'll come to that later."

Kallet continued his statement by declaring that even during the current hearings on the bill he sponsored Senator Copeland had been broadcasting for a food product supported by "statements which were gross exaggerations and which find no support among reputable American physicians."

"In view of this commercial activity for a concern which will be affected by the pending legislation", said Kallet, "we request that these hearings be reconvened under a new Committee and an unquestionably impartial Chairman."

Senator Copeland defended his commercial broadcasting by offering a copy of a letter which he wrote to Thomas Lister of Cleveland who criticized the Senator for his radio food recommendations. The Senator replied, in part:

"You must bear in mind that it costs a lot of money to hire the privileges of a great broadcasting network. No poor man could possibly make use of their advantages.

"If I could afford to do it, I should be happy, indeed, to do this work without having a commercial sponsor. I am not so much interested in the giving of advice as to the cure of disease, as I am doing what I can for its prevention.

"I want you to know that I have never accepted an arrangement to make a broadcast except where I have been satisfied that the manufacturer was honest and his product worth while."

Senator Copeland broadcasts once a week on the Fleischmann's Yeast Company program. Someone ventured the opinion that he probably received about $200 a broadcast (for about a minute or two talk) in which case his yearly remuneration from radio would be about $10,000, the equivalent of his salary as a Senator.

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INDUSTRY LEADERS ENJOY GRIDIRON DINNER

Those from the radio industry, or in some way connected with it, who attended the Gridiron dinner in Washington last Saturday night were:

M. H. Aylesworth, President, National Broadcasting Company; Thad H. Brown, Vice-Chairman, Federal Radio Commission; Gene Buck, President American Society of Composers; Vincent F. Callahan, Assistant to Vice-President, National Broadcasting Co., Washington; James G. Harbord, Chairman, Radio Corporation of America; Frank E. Mason, Vice-President, National Broadcasting Company, New York City; and David Sarnoff, President, Radio Corporation of America, New York City.

The "Louis M. Howe Toilet Kit Hour" was put on the radio with its big weekly feature. Col. Howe, himself, and his interviewer, Walter Somebull. He then presented the greatest attraction of the hour, Col. Howe, the "highest priced crooner of Roosevelt bedtime stories."

Somebull - Mr. Howe, there is a question I have always wanted to ask you, but I haven't quite got the nerve.

Howe - Fire away, Walter, I am not so exalted that I cannot remember when I was one of you press boys.

Somebull - Well, if you don't mind, why are you called a Warwick?

Howe - That, Walter, is poetic license. The fact is, I am not a Warwick. Warwick, you remember, was a king maker. But Mr. Roosevelt is not a king - at least not yet.

Somebull - You certainly are in great form tonight, Col. Howe. Perhaps you wouldn't mind telling us what you consider the greatest single achievement of the administration up to date?

Howe - I was afraid you would ask me that, Walter. But since you have asked it, I will give you a candid answer. I think the balancing of the budget by the administration will take rank in history with the discovery of the North Pole by Dr. Cook.

Somebull - Thank you, Col. Howe, and here is your $1,000.

Howe - Thank you, Walter - and here is one of my toilet kits.

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TURN DOWN BROOKLYN TRANSIT EMERGENCY STATION REQUEST

The application of the Brooklyn and Queens Transit Corporation to construct a short wave radio station to communicate with its emergency cars at times of unforeseen occurrences such as fires, parades, storms, accidents and various kinds of equipment failures has been denied by the Federal Radio Commission.

"It is believed that regular wire communication facilities should be sufficient for routine communications in connection with the applicant's transportation service and that the existing police radio system should be in a position to handle messages of an emergency nature in which public safety is involved", the Radio Commission commented.

On consideration of the Examiner's report, the evidence, and argument of counsel, the Commission is of the opinion: (1) that the applicant has not shown evidence of preliminary experimental work or a program of proposed experimental work that would warrant the allocation of the facilities requested; (2) that the proposed radio activities of the applicant do not afford reasonable promise of contributing substantially to the development of the radio art; (3) that the applicant has not shown that the public interest would be served by the operation of the proposed station.

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RADIO-PRESS PARLEY OPENS IN NEW YORK

Representatives of the newspaper publishing interests met in New York yesterday, December 11, with representatives of broadcasting companies for the purpose of ironing out, as far as possible the long-standing differences between the radio and the press. The meeting was held at the Hotel Biltmore, and was scheduled to start at 11 A.M., but did not open until 2 o'clock. The meeting is in session again this (Tuesday) morning.

Unofficial information reaching Washington today (Tuesday) is to the effect that nothing constructive was brought out, at least in a finished form. It is understood the discussion started off by taking up the question of the use of news by broadcast interests, and that whether or not stations should pay for printing of radio programs at advertising rates was not gone into.

Representing the publishing interests at the meeting will be E. H. Harris, Richmond (Ind.) Palladium-Item, Chairman of the A.N.P.A. Radio Committee; John W. Cowles, Des Moines Register and Tribune; James G. Stahlman, Nashville Banner; Edwin S. Friendly, New York Sun; Karl Bickel, United Press; J. V. Connolly, International News Service; and an executive of the Associated Press; also Roy Howard, of Scripps-Howard.

The broadcasters were represented by M. H. Aylesworth, President, National Broadcasting Company; Frank Mason, Vice-President, National Broadcasting Company; William Paley, President, Columbia Broadcasting System; Edwin Klauber, Vice-President, Columbia Broadcasting System.

The meeting was suggested in a telegram from Mr. Paley and Mr. Klauber, which follows:

"We believe it should be possible to end the long-standing dispute as to news broadcasting with fairness to both sides if the heads of the broadcasting networks and you as the representative of the publishers could sit down together and try to work out some plan whereby the broadcasters may have access to news without gathering it themselves and under arrangements which would be mutually satisfactory."

It is also understood the petition of the Columbia News Service that its reporters be admitted to the Congress press galleries will likewise be discussed at this meeting.

The suggestion of Henry A. Bellows, Vice-President of the Columbia Broadcasting System that there be a conference between the Standing Committee of Capitol Correspondents, Chairman Copeland of the Senate Rules Committee and Speaker Rainey on the question of admitting Columbia news representatives to the Press Galleries has been turned down by the Correspondents' Committee.

Following a meeting of the correspondents, Samuel W. Bell, Chairman of the Correspondents, wrote to Mr. Bellows:

"In connection with the suggestions of your letter November 8 to the Standing Committee of Correspondents, the Committee has not been approached by the Speaker of the House or the Chairman of the Senate Committee on Rules on matters of the rules governing the press galleries of Congress.

"Under the circumstances the members are of the opinion that the Committee has discharged the responsibilities placed upon it by Congress."

Mr. Bellows is awaiting the outcome of the conference in New York between the radio and newspaper people before taking any further action in the matter.

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COMMUNICATIONS COMMITTEE READY TO REPORT

Although Secretary Roper's Communications Committee has completed its work and will soon report to the President, the recommendations have not been made public. Likewise, it is not known how many of these recommendations will be transmitted in his message to Congress.

It is believed that President Roosevelt will call upon Congress for additional legislation having to do with radio, telegraph, cables and telephones but the nature of this has not as yet been divulged.

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NAB TAX COMMITTEE MEETING MONDAY

A meeting will be held in Washington next Monday, December 18th, to draft a report for the Internal Revenue Bureau in connection with a schedule of depreciation rates for broadcasting station equipment.

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RADIO INDUSTRY NOW UNDER THE N.R.A.

The NRA Code became effective for all broadcasting stations Monday, December 11.

An all-day meeting of the Code Authority which will administer the Code until the industry is in a position to regulate itself by broadening the membership of the NAB, was called to order by Philip G. Loucks, Managing Director of the National Association of Broadcasters, on Monday, December 11, who presided until John Shepard III, of Boston, was elected Chairman of the Code Authority.

Mr. Loucks' opening remarks were as follows:

"Before you proceed with your organization, I would like to make a few brief observations about the Code.

"The Code which you are to administer is not perfect. It is a compromise which has resulted from differing views. Defects undoubtedly will appear as administration proceeds. You should not hesitate to point out these defects.

"The Code, just like any other law, is as good or bad as its administration. In the name of the NAB I make this request - and I know it is unnecessary - that the provisions of the code be applied with equal fairness to large and small enterprises and members and non-members of the Association.

"No one who has had anything to do with the drafting of this Code - and most of you have had some participation in that work - can be impressed otherwise than with the fairness shown by all members of the Committee charged with the task.

"This Code Authority is temporary. Under the provisions of the Code you are under an injunction to recommend a permanent form of Code Authority. That permanent Code Authority eventually must be the National Association of Broadcasters. It is my sincere hope that within the next three months the membership of the Association will be increased to a point where you will be in a position to make such recommendation. The Administrator has already found that the Association is properly constituted for that purpose. And if the purpose of self regulation, the objective sought by the National Industrial Recovery Act is to be achieved, the Association must become the Code Authority. When I make this request I am mindful of the task which lies before me; that of building up the numerical strength of the Association to a point where all classes of stations and all parts of the United States can have equal representation in elections and in decisions on policies of the industry.

"After you have organized you will want to select a Director to carry on the detailed administrative work. That will be necessary, it seems to me, if the work of administration is to be expedited. Then you must find ways and means of financing your activities.

"You may expect from the NAB the closest cooperation consistent with the work of administration and possible within the limited facilities of the Association. I am certain that you will enjoy the support of the industry as a whole.

The broadcasters recognize this meeting as an important event in the history of broadcasting in the United States. They look upon it as an unprecedented step in the direction of self-regulation. They are cognizant of the opportunity for such regulation presented here and I am confident they intend to avail themselves of that opportunity. "

The Vice-Chairman and Director of the Code Authority were still not named during today's (Tuesday) meeting.

The Code Authority will issue its rulings in printed form and will consider the petitions for exceptions now on file.

Those present at the meetings were John Shepard III, WNAC, Boston; M. R. Runyan, of the Columbia Broadcasting Company, New York; Frank M. Ruseell, of the National Broadcasting Co., Washington, D. C.; James W. Baldwin, of Washington; I. G. Buckwalter, of WGAL, Lancaster, Pa.; John Elmer, WCBM, Baltimore, Md.; James Kiernan, of WLWL, New York City; Edward N. Nockels, of the Chicago Federation of Labor, and Mr. William Farnsworth, representing the N.R.A.

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KENTUCKY GOVERNOR APPOINTS "ETHER COLONEL"

Andrew G. Haley, of Tacoma, Wash., Assistant Counsel to the Federal Radio Commission, has been appointed by Gov. Ruby Laffoon, of Kentucky, as "Colonel of the Ether". Announcement of the appointment was made by Representative Wesley Lloyd, of Washington, who said:

"Gov. Ruby Laffoon has created military aides of the grade of Colonel to assist him in meeting the most unusual emergencies which might confront the Commonwealth of Kentucky. He has Colonels of the land, sea and air on his staff galore. But, sad to state, until now he has had no Colonel of the ether. To remedy this sorry condition, the Governor has just announced the appointment of Andrew G. Haley, of Tacoma, Wash., Assistant Counsel of the Federal Radio Commission, as his Colonel of the Ether, in charge of the Commonwealth's Signal Corps. Col. Haley's first general order will be to abolish static within the confines of the Commonwealth."

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EXAMINER RECOMMENDS NEW STATION AT WATERBURY, CONN.

Authority is sought by Harold Thomas, of North Providence, R. I., to construct a new broadcast station at Waterbury, Conn., to be operated daytime only, with power of 100 watts, on the frequency 1190 kilocycles.

There is no station located in Waterbury. Station WTIC, at Harfrod, Conn., operating part time, renders a satisfactory service throughout the area, except in the business district where the noise level is high. Stations WEAF, New York, and WICC, Bridgeport, Conn., do not have a sufficient signal strength to render excellent service in the business or residential districts, but are satisfactorily received in the surrounding territory. In the past Station WICC has broadcast a "Waterbury Hour" using talent from Waterbury, but civic and community enterprises have not made use of that station.

Station WINS, with its transmitter at Carlstadt, N.J., 75 miles from Waterbury, operates on 1180 kilocycles as a limited time station with power of 500 watts, while Station WCAU, Philadelphia, Pa., 170 miles from Waterbury, operates on 1170 kilocycles with power of 50 kilowatts. Both of these stations are somewhat less than the separations recommended under average conditions to prevent objectionable interference. However, field intensity measurements disclose that a 100 watt station can be operated on 1190 kilocycles during daytime at Waterbury, Conn. as proposed by the applicant, without causing interference or being interfered with by either of these stations.

The First Zone, in which Connecticut is located, is entitled to 80.00 units of broadcast facilities as its equal share of the total facilities available and is now assigned 75.92 units. The State of Connecticut is due 4.48 units and is assigned 4.00 units. The granting of this application would increase the quota of the Zone and State by .1 unit.

by Examiner Ralph L. Walker

It is accordingly recommended/that the application of Harold Thomas for a construction permit be granted.

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CHICAGO BROADCASTING FEUD CONTINUES

The complications of the feud of Chicago broadcasting stations and other stations in that vicinity was added to by Station WBBM, key outlet in Chicago, filing an appeal in the District of Columbia Court of Appeals against the decision of the Federal Radio Commission granting Station WGN, owned by the Chicago Tribune 50,000 watts power.

Station WIBA, Madison, Wis., had filed a request for one-half time on the 720-kilocycle channel occupied by Station WGN, and Station WTMJ, Milwaukee, operated by the Milwaukee Journal, had filed an application for the choice 670-kilocycle clear channel occupied by Station WMAQ. They also sought the facilities of WHA and WLBL, in terms of quota value, seeking their elimination entirely.

The WHA application asks first that this station be consolidated with WLBL and that a new 5,000 watt station be erected near Stevens Point, with new studios on the university campus. Then, it is proposed, this station would operate half-time, sharing with WMAQ.

The Commission several weeks ago designated the original applications for hearing in Washington January 8. Presumably the WHA application will be set for hearing at the same time.

Another complication is the new application of Station WHA, Madison, operated by the University of Wisconsin, for half of the facilities now used by WMAQ, operated jointly by the Chicago Daily News and the National Broadcasting Co. WHA, together with Station WLBL, Stevens Point, Wis., operated by the State of Wisconsin, has just filed an application, apparently to offset the demands of Wisconsin commercial stations for their facilities.

There has been an intermittent battle between stations in Wisconsin and Chicago over clear channels. Wisconsin does not have a single clear channel station, whereas Chicago has five, in addition to several high power regional stations. Wisconsin is under-quota in radio facilities, whereas Illinois is over-quota.

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COURT APPROVES GRIGSBY-GRUNOW RECEIVERS

On December 5th, the United States District Court ordered the appointment of Le Roi J. Williams and Thomas L. Marshall as permanent receivers for the Grigsby-Grunow Company, manufacturers of Majestic Radios, Refrigerators and Tubes. Broad powers have been granted the receivers by the Court Order, and they have been authorized to carry on the business and properties as a going concern.

"This order", stated Mr. Williams, "places Majestic in a position where we can continue and consummate our manufacturing, merchandising and advertising plans for the coming refrigeration and radio seasons. This is definite recognition of the fact that Majestic has a splendid future and that nothing should be done to retard or handicap the company in any manner whatsoever. It is further proof that our operations will be carried on for the promotion and the sale of Majestic products on a sound

business basis, and that Majestic will continue to maintain its high position in the radio and refrigeration industries."

Figures released during the past several months show that sales of Ma jestic products, since Mr. Williams became General Manager last March, have not been equaled since 1930 for a like period. More than 300,000 Majestic Radios have been shipped in the current year, which far exceeds the previous two years. New styling of cabinets, along modernistic lines, together with a new standard of radio performance, have greatly contributed to the increases the company has been enjoying the past several months.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Dec. 12, 1933)

KRGV, KRGV, Inc., Harlingen, Texas, authority to operate unlimited time pending action on application requesting similar authority on a permanent basis (normally licensed to share time with KWWG, 1260 kc., 500 watts, KWWG has authority to remain silent to April 1, 1934; KLCN, Chas. Lel Lintzenich, Blytheville, Ark., modification of C.P. to extend completion date to 1/1/34; WSAJ, Grove City College, Grove City, Pa., modification of license to reduce specified hours of operation; WNAX, The House of Gurney, Inc., Yankton, S. Dak., modification of license to use old transmitter as auxiliary transmitter; KGCX, E. E. Krebsbach, Wofl Point, Mont., authority to install automatic frequency control equipment; WKBB, Sanders Bros. Radio Station, Route 1, E. Dubuque, Ill., modification of license to change specified hours of operation; WEBR, Howell Broadcasting Co., Inc., Buffalo, N. Y., and KQW, Pacific Agr. Foundation,Ltd. San Jose, Cal., authority to remain silent December 25th, in order to give employees a holiday.

Also, Town of Darien, Conn., Police Dept., C.P. (Gen. Exp.); frequencies 30100, 33100, 37100, 40100, 86000-400000, 401000 kc. and above, 25 watts; also same as above, except 4.5 watts power, and portable and mobile; Commissioner of Lower Marion Twp., Ardmore, Pa., general experimental C.P., frequencies 30100, 33100, and 37100 kc., 15 watts; WKY Radiophone Co., Portable, general experimental C.P. 31100, 34600, 37600, 40600 kc., 1 watt; also granted license covering same, for period ending June 1, 1934; W3XC, WGAL, Inc., Portable & Mobile, Christian St., Lancaster, Pa., general experimental license, 41000, 51400, 60000-100000 kc., 5 watts, for period ending June 1, 1934; W2XQ, City of Elizabeth, Police Dept., Elizabeth, N.J., modification of C.P. to extend completion date to Feb. 18, 1934; KGZV, City of Aberdeen, Aberdeen, Wash., modification of C.P. to extend completion date to 1/28/34.

Also, Aeronautical Radio, Inc.: W9XR, Kansas City, Mo., W9XW and W9XN, special experimental licenses 3088 and 3072.5 kc., 30 watts power; KIIF, Dept. of Water & Power, City of Los Angeles, Jean, Nev., modification of C.P. to extend commencement date to 11/27/33 and completion date to 1/2/34; KIIG, Same, Silver Lake Camp, Cal., modification of C.P. to extend commencement date to 12/2/33 and comp letion date to 1/2/34; American Tel. and Tel. Co. Hialeah, Fla., special experimental license, frequency 4097.5 kc., 400 watts; W9XAN, Elgin National Watch Co., Elgin, Ill., renewal of special experimental license in accordance with existing license; same for W6XK, Don Lee Broadcasting System, Los Angeles, Cal.; Radiomarine Corporation of America, Washington, D. C., assignment of call letters WDFT to RCA to designate any or all ship radio stations aboard vessels operated or managed by Lykes Bros., Lykes Bros. Steamship Co., and Tampa Inter-Ocean Steamship Co.

Ratifications

Action taken December 6: WXOI, Mackay Radio & Telg. Co. Inc., "IDA MAY ATWATER", New York, granted third class public service license; Action taken December 7: Aeronautical Radio, Inc., Portable-Mobile, Granted C.P. 2930 and 3615 kc., 5 watts, portable & Mobile, for communication with lighter-than-aircraft and aeronautical stations; Action taken December 8: KORX, Radiomarine Corp. of America, Washington, D. C., granted temporary authority not exceeding 60 days, to operate 500 watt transmitter, frequency range 375 to 500 kc., aboard "Cliffwood".

Action On Examiners' Reports

WMBR, F. J. Reynolds, Tampa, Fla., granted consent to voluntary assignment of license to F. J. Reynolds, Inc., and granted C.P. to move transmitter and studio from Tampa to Jacksonville, Fla., sustaining Examiner R. L. Walker.

Set For Hearing

New - Virgil V. Evans, Rock Hill, S. C., C.P. 1370 kc., 100 watts, daytime (Facilities of WBHS); New - Metro Broadcasting Co., E. Los Angeles, Cal., C.P. for new station, 820 kc., 250 watts, limited time, sharing with WHAS (Facilities KGEF now assigned KFAC); KGDY, Voice of South Dakota, Huron, S. Dak., license covering new equipment, change in frequency, power and hours of operation (1340 kc., 250 watts, daytime); WBHS, Radio Station WBHS, Inc., Huntsville, Ala., consent to voluntary assignment of license to Virgil V. Evans; WRAW, Reading Broadcasting Co., Reading, Pa., modification of license to change hours of operation from sharing with WGAL to Unlimited (Req. time of WGAL, if and when WGAL vacates 1310 kc); WTRC, Truth Publishing Co., Inc., Elkhart, Ind., modification of license to change hours of operation from simultaneous day with WLBC and sharing night with WLBC to simultaneous operation with WLBC day and night; WBAA, Purdue University, W. Lafayette, Ind., modification of license to increase hours of operation from specified to other hours, day power to be 1 KW, night to remain same, 500 watts (Facilities WKBF).

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF DECEMBER 15, 1933.

No. 682

NATIONAL BROADCAST ADVERTISING TREND UPWARD

Broadcast advertising in October showed the most encouraging trend to be exhibited since July, the National Association of Broadcasters' Statistical Service reports. Gross receipts from the sale of advertising time amounted to $5,741,850.00 and marked a 45.3% increase over September revenues. National network advertising volume increased 54.2% over the previous month. Regional network advertising rose 82.0%, while individual station receipts showed a gain of 34.9% as against September. The total volume of broadcast advertising over national networks, regional networks and individual stations for the month of October was:

	1933 - Gross Receipts	
Class of Business	September	October
National networks	$2,102,809.00	$3,244,153.00
Regional networks	14,281.00	26,091.00
Individual stations	1,832,251.00	2,471,606.00
Total	$3,949,341.00	$5,741,850.00

The trend in national network advertising during October has been especially encouraging. In addition to showing a marked gain over September volume, these revenues were 7.0% higher than those for the same month of 1932. Furthermore, receipts for the month in question were the highest since May, 1932, and were within $9,000 of equalling October, 1931, volume. It will be remembered that this was the month which marked the beginning of the most successful period thus far to have been experienced by network radio advertising.

It is impossible to say what is the position of individual station revenues as compared with previous years since no data exists on this subject. However, if individual station business has followed network trends to any degree at all, it would seem that radio advertising volume is definitely on the upswing. To what extent broadcast advertising will approximate 1931-1932 levels should become evident within the next several months.

A comparison of September expenditures for radio broadcast advertising as against those for other leading advertising media was:

1933 Gross Receipts

Advertising Medium	September	October
Radio broadcasting	$3,949,341.00	$5,739,850.00
National magazines	7,942,886.00	9,574,829.00
National farm papers	373,134.00	455,018.00
Newspapers	38,371,622.00	43,903,451.00
Total	$50,636,983.00	$59,673,147.00

National magazine volume showed an increase of 20.5% as against September; farm papers a rise of 19.2% and newspapers a gain of 12.6% as compared with the previous month.

October national magazine volume is approximately 6.0% ahead of that of the same month of 1932. Newspaper volume finds itself in about the same position as national magazine advertising, while advertising in farm papers shows an increase of 48.0% over October, 1932.

Total volume of advertising for the first ten months of 1933 is, in the case of most media, materially behind that of the previous year. National magazines are approximately 20.0% behind last year. National farm papers are 22.0% and national network advertising is 27.0% less than in 1932. Newspaper advertising for the period is approximately 11.0% less than in 1932.

Since 1932 represented the most prosperous year thus far experienced by national networks, the decline in revenue during the current year tends to represent the maximum shrinkage in advertising volume to be experienced by the medium during the depression. On the other hand, by the beginning of 1932 national magazine advertising had already declined about 44.0% from its previous peak, while the volume of national advertising placed in newspapers was estimated to have dropped approximately 38.0% from its previous high level. It seems, therefore, that on the whole radio advertising has tended to feel the depression less seriously than other major media.

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WMAL OWNER LEAVES $424,098 ESTATE

Martin A. Leese, well known Washington industrial and mercantile leader and owner of Station WMAL, the last three of whose call letters bear his initials, left an estate valued at $424,098 when he died December 1, it was shown in District Supreme Court when two sons filed a petition to be appointed administrators of the estate. Mr. Leese left no will. He is survived by his widow, Mrs. Fannie I. Leese, a daughter, Mrs. Lorraine Leese Good, and the sons, William Earl, and Martin Norman Leese.

The law firm of Littlepage, Littlepage & Spearman represented the sons.

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MISSOURI AIR PIRATE CONVICTED

Another victory in the fight against operators of unlicensed radio stations so-called "Air Pirates", was reported to the Federal Radio Commission. William J. McDonnell, Inspector in Charge at Kansas City, Mo., notified the Commission that Charles L. Fower pleaded guilty to three counts of an indictment, charging violations of the Radio Act of 1927, as amended, and he was sentenced by Judge Charles B. Davis of the Eastern Judicial District of Missouri, at Hannibal, Mo., to a fine of $50 on each count.

In the first count Fower was charged in an indictment by a Federal Grand Jury of wilfully, unlawfully, knowingly and feloniously, operating certain apparatus on or about March 24, 1933, in Macon, Mo., for the transmission of energy, communications, and signals by radio for which a station license is required by law, without first having obtained a license to operate such apparatus, as provided by law, from the Federal Radio Commission.

Operating a radio station for which an operator's license is required by law, without first having obtained such a license, was the basis for the second count, and the third count charged Fower sent radio signals from the city of Macon, Mo., into the city of Payson, Ill., without first having obtained a license from the Federal Radio Commission in accordance with the Radio Act of 1927 as amended, "contrary to the form of the statutes in such cases made and provided, and against the peace and dignity of the United States."

Again the contention that a radio station's signals can be confined within a State, if low power is used, proved futile and untonable. The case against Fower was prosecuted by the Department of Justice with the cooperation of the Legal Division of the Federal Radio Commission, of which George B. Porter, is Acting General Counsel.

Commenting on the drive of the Commission to wipe out illegal radio stations, Chairman Eugene O. Sykes, recently said:

"Under the Radio Act paramount consideration must be given to listeners. It is manifestly impossible to provide first class reception from authorized radio stations, however modern their equipment, or rigid the rules of the Commission, if the signals of licensed stations are to be disturbed or distorted by signals from illegal stations.

"In fact, all radio stations, regardless of kind, character, or power used, operate illegally unless they are licensed by the Federal Radio Commission, which, under the Radio Act, is authorized to regulate all forms of interstate and foreign radio transmissions and communications within the United States, its Territories and Possessions."

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APPEAL COURT UPHOLDS WBBM SYNCHRONIZATION

The District Court of Appeals has upheld the Federal Radio Commission in permitting Station WBBM, Columbia key station in Chicago, and Station KFAB, at Lincoln, Nebr., to continue broadcasting a synchronized program from 10 P.M. to midnight. Station WGN, owned by the Chicago Tribune, objected to this extension of time and had appealed to the Court.

The decision of the Court follows, in part:

"It is not claimed by WGN that any interference will result between the operation of its station and the synchronized broadcasting of the other two stations, if such be permitted. So far as appears, there had been no such interference between WGN and WBBM, and it does not appear that the proposed synchronization of WBBM and KFAB from 10 P.M. to midnight would cause any interference between the stations. But it is claimed by WGN that inasmuch as the Fourth Zone, in which both Nebraska and Illinois are located, is already over quota, and inasmuch as Illinois is likewise over quota, the addition of increased night-time operation for two hours by WBBM resulting from the proposed synchronization would subject WGN and all other stations located in Chicago, and indeed in Illinois likewise, to increased danger of loss or reduction of facilities under the provisions of the Act of Congress approved March 28, 1928, commonly called the Davis amendment. We think this objection is answered by the fact that the Commission's decision permits only an experimentation and is not a final order modifying the licenses of the respective stations. Further action of the Commission must be had before the modification becomes final. Moreover, inasmuch as synchronization is not yet recognized by the Commission as a regular broadcasting service, no addition is made to the quota of either the city, State, or Zone involved, because of the present order.

"It is also contended by WGN that the Commission's decision subjects it to an economic injury through the allocation of additional facilities to Chicago. This complaint rests upon the theory that the modification will increase the competition among broadcasting stations in Chicago, and thereby inflict a pecuniary loss upon each of the stations already established therein including WGN. This complaint, however, is so vague, problematical, and conjectural as not to furnish a present substantial objection to the Commission's decision.

"WGN also contends that the Commission's decision places an additional obstacle in the way of securing increased power for its station, which increased power will improve its broadcasting service. Again we may say that in our opinion this objection is purely conjectural and rests upon no substantial basis.

"In answer to all of appellant's complaints, it may again be noted that the authority granted by the Commission's decision to the applicant stations is granted experimentally only,

and until they apply for and are granted a regular license for this purpose the decision of the Commission is conditional and only for the purpose of conducting experiments which may prove wholly unsuccessful and never be carried into the regular broadcasting service.

"Complaint is made by the appellant that the Commission failed to serve it with a written notice of the applications of WBBM and KFAB prior to the hearing had by the Examiner, and contends that such failure renders the decision void or at least reversible upon this appeal. We may say in answer to this that in our opinion under the circumstances the appellant was not entitled to a written notice for the reason that it was not then a party 'aggrieved or whose interests are adversely affected' by the proposed modification of the appellees' licenses for experimental purposes."

Louis G. Caldwell and Arthur W. Scharfeld were counsel for Station WGN; George B. Porter, Fanney Neyman, Ben S. Fisher, and Ralph L. Walker, for the Federal Radio Commission, and Paul D. P. Spearman, of Washington, D. C., for interveners.

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N.Y. MEETING PAVES WAY TO BETTER RADIO-NEWSPAPER RELATIONS

Although no official statement has as yet been given out on the subject, reports reaching Washington are that the two-days' meeting in New York between network and broadcasting heads and newspaper publishers resulted in a much friendlier feeling between them with concessions on both sides. An agreement was said to have been reached only with regard to news broadcasts but it is understood this may lead the way to a better understanding with regard to publishing radio programs in the newspapers.

It is reported that the American Newspaper Publishers' Association has agreed not to urge newspapers further to drop the printing of programs. On the other hand, it is said the Columbia Broadcasting System will abandon its special news service. In lieu of this, the Press Associations will each put on a man, presumably at the expense of the networks, who will supply the latter with two (2) - seven minute news broadcasts a day and protect them on flashes of certain big events.

As a result of the agreement in principle on several controversial subjects at the New York meeting, a better working agreement between the broadcasters and the publishers is expected to follow.

Roy Howard of the Scripps-Howard News Service and publisher of the New York Telegram, is credited with laying the groundwork of more friendly relations by declaring that the radio is here to stay and that the newspaper people should recognize this and abide by the principle of "live and let live."

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RADIO-WIRE MERGER BELIEVED FEASIBLE BUT MAY TAKE TIME

Despite opposition voiced against the proposal that the communication services - radio, telegraph and cable - be merged, one of the three recommendations made to President Roosevelt by the Committee headed by Secretary Roper and Gen. Charles McK. Saltzman, former Chairman of the Federal Radio Commission, it seemed to be the impression that some such a consolidation under governmental regulation is inevitable. As to when this might take place no one seemed to be able to definitely forecast. It might be years if the experience of consolidating the railroads is an example to go by. There will very likely be some sort of bill drafted and introduced but with the time required for hearings and all, there seems to be small likelihood of any such legislation being enacted this session.

Some seemed to regard it simply as a "trial balloon" sent up by the White House to try out public opinion, but others considered the work of the Committee much more seriously.

"It wasn't practical to have a lot of telephone companies", a communications expert remarked, "and the formation of the A.T.&T. was the logical result. There is a duplication of service of the Western Union and the Postal. One or the other companies could handle all of the business. There are twice too many employees, and releasing them at this time would further add to the unemployment problem. Nevertheless, the duplication and economic loss exists in telegraph and cable communication just as it does in a duplication of radio service. I believe such a merger as suggested is entirely practicable and some day will be brought about."

Senator William E. Borah declared Government ownership would be preferable, while Senator James Couzens (Republican), Michigan, said he would fight any attempt to bring about a single monopoly.

In the House, Speaker Henry T. Rainey said the whole matter "should be deferred until we get out of the depression."

Two alternative recommendations were made in the interdepartmental committee's report - monopolies in each communications field under Government control, or Government ownership of the communications industry.

"When monopolies are created to be run by a commission, the monopolies will soon run the commission", Senator Borah commented.

"If that is the alternative to Government ownership, I would favor Government ownership and control."

Senator Couzens said he would not object to monopolies in the various fields of communications, providing there was

keen competition between the fields. He said, however, he would seriously object to any single monopoly.

The Washington Post calls the consolidation recommendation a "nebulous proposal", and adds:

"For instance, our telephone service, virtually a private monopoly, is superior to any of the government-owned services in Europe; our broadcasting, as chaotic as it still is, is more colorful, more imaginative and generally better than the government-sponsored broadcasts of England and Germany; and our telegraph system, even though uneconomic in its present condition, is more efficient than any on the continent, perhaps, except that of Germany, which is government-owned.

"The necessity of Federal regulation of all our communications must be better established, and its field and functions better defined, before it can be given intelligent consideration."

Notice that the Commercial Telegraphers' Union of North America would oppose a sweeping communications merger was served by Frank B. Powers, international president.

In connection with the recommendations of the Committee, a visit of David Sarnoff, President of the Radio Corporation of America, to the White House is recalled. Also that last May, Mr. Sarnoff, in an address at the War College advocated a unified communications system.

Asserting that unification was imperative, he said:

"This program is suggested as economically sound in times of peace, practicable for prompt and effective transition for use in war and one which will give the United States the strongest communication organization in the world."

Public policy, he said, has dictated against a generally united control of radio broadcasting activities "just as it would dictate against unified control of all the newspapers of the land."

Reduction of rates and the prevention of speculative management and "watering of stocks" are among the chief reasons for government supervision and regulation of all communication services cited in the report to President Roosevelt by the Interdepartmental Communications Committee.

To permit the extension of telegraphic service to communities now served only by telephone, the Committee suggests a linking up of telephonic and telegraphic facilities so that telephone wires may be used for telegraph purposes.

By way of illustration, it was pointed out that the Radio Corporation of America was seriously handicapped by not having a chain of offices throughout the country that might serve as feeders for its international radio service.

Use of Western Union or Postal offices throughout the country for this purpose was made impracticable because of ownership and operation of their own cables to Europe.

At the same time the I.T.&T. was said to be without a large chain of domestic offices for feeding its international services. This company, it was pointed out, maintains about 2,300 domestic telegraph offices as a result of its parentage of the Postal Telegraph Company. The Postal, in addition must compete with the offices of the Western Union, numbering 23,000.

The program broadcasting situation was not touched upon in the Committee's report but was held for further study later.

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(Note - A detailed report with regard to the recommendations the Committee submitted to President Roosevelt, although not given out at the White House was carried in the New York Times, Friday, December 15, 1933).

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AL WINS HIS FIRST RADIO VICTORY

The Federal Radio Commission has put its stamp of approval on the contract whereby Station WMCA, New York, has been leased for a period of years to the Federal Broadcasting corporation, of which Alfred E. Smith is Chairman of the Board. Former Governor Smith thereby was victor in his first scrimmage with the Radio Commission.

Before approving the lease the Commission assured itself that:

"The power and control of the licensee over the programs broadcast and all equipment usually incident to the operation of a station must not be limited by contract. Likewise the power, authority or control of the licensee over the employees engaged in the operation and management of a station should not be restricted."

The exchange began with the following letter written by E. O. Sykes, Chairman of the Commission to Governor Smith:

"November 3, 1933.

"The Commission has given consideration to the Agency Agreement between the Federal Broadcasting Corporation and Knickerbocker Broadcasting Company, licensee of radio station WMCA, and is not clear as to the construction which should be placed upon some parts thereof. At this time the Commission will not discuss in detail the various provisions of the contract but desires to state its views briefly as to what powers must be retained by the licensee, as follows:

"The power and control of the licensee over the programs broadcast and all equipment usually incident to the operation of a station must not be limited by contract. Likewise the power, authority or control of the licensee over the employees engaged in the operation and management of a station should not be restricted.

"If the contract which the Federal Broadcasting Corporation has submitted is not so construed by the parties thereto, then it does not meet with the Commission's approval."

To this Governor Smith replied:

"December 6, 1933.

"The views expressed in your letter of November 3, 1933, are consistent with the construction placed on the agreement under which this company supplies programs to station WMCA. May I have your assurance, therefore, that the arrangement has the approval of your Commission?

"The contents of this letter have been approved by the licensee of the station."

Judge Sykes acknowledged Governor Smith's letter and closed the incident with this communication:

"December 13, 1933.

"The Commission is in receipt of your letter of December 6 advising that the Federal Broadcasting Corporation and Knickerbocker Broadcasting Company, licensee of radio station WMCA, construe the agreement between them as consistent with the views expressed in my letter to you under date of November 3, last.

"So construed, the Commission has no objection to the agreement."

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PHILADELPHIA STATIONS INCREASE DAY POWER EXPERIMENTALLY

In the applications of WIP, Penna. Broadcasting Co., WFI, WFI Broadcasting Co., and WLIT, Lit Bros. Broadcasting System all situated in Philadelphia, for modification of licenses, the Commission proposes "to give further consideration to the question as to whether or not stations WIP, WFI and WLIT should be operated with increased power during daytime hours; and, pending a further order or final decision as to this phase of the cases, the three applicants are hereby authorized to operate their respective stations with 500 watts additional power during daytime hours on an experimental basis."

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BUSINESS LETTER NOTES

An analysis of programs revealed that during 1933, education occupied 21.15 percent of all NBC's time on the air. Music occupied more than two-thirds of the company's time on the air. The broadcasts through its two networks of 86 stations totalled 330,540 station-hours for the year.

"Tonight I am here in the Columbia studios on Madison Avenue in New York City", said O. H. Caldwell, former Federal Radio Commissioner in a broadcast last Tuesday night. "If I open a window, and let these words as you now hear me, go out across Madison Avenue and echo back, the sound waves will echo back into the window, from the building opposite, in just about the same time as it takes my words, carried on Columbia's short-wave station, to go clear around the globe and be picked up again here in New York."

Thomas P. Littlepage, well known radio counsel, and former President of the Washington Chamber of Commerce, suffered a broken arm in a fall following a storm in the Capital Wednesday which covered the sidewalks and streets with ice and sleet. Mr. Littlepage is reported as resting as comfortably as could be expected under the circumstances.

The Metropolitan Opera broadcasts, carried for two years as a sustaining feature by the NBC will be sponsored this year by the American Tobacco Company. They will begin Christmas Day with "Hansel and Gretel" and will be carried by both WEAF and WJZ networks.

A circuit court action against the Sioux Falls Broadcasting Co., operators of Station KSOO at Sioux Falls, S.D., to recover a judgment of $1,440 and interest, has been filed by attorneys for the Electrical Research Products, Inc., New York City

The New York firm's complaint alleges that it leased equipment to the defendant company for radio station work. Under terms of a contract, the Sioux Falls company agreed to pay $100 a month, but payments are in arrears, it is charged.

Paul Mallon, correspondent for the North American Newspaper Alliance, in the Washington Star wrote:

"The State Department made a radio show out of prohibition repeal.

"It would not give out the repeal proclamation before it was signed, because that would be undiplomatic. But Undersecretary Phillips went before a microphone and read it to the country. Afterward he signed it, and then only was it released to newspapers for publication.

"The incident was not an intentional affront to newspapers, but just another red tape error."

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Dec. 15, 1933)

KGBZ, Dr. George R. Miller, York, Neb., consent to voluntary assignment of license to KGBZ Broadcasting Co.; WHEB, Granite State Broadcasting Corp., Portsmouth, N. H., authority to operate from 1 to 1:30 A.M. EST, December 17, 1933, in order to broadcast DX program; WHBC, Edward P. Graham, Canton, Ohio, authority to operate simultaneously with Station WNBO, Dec. 15, 16, 17, 18, 20, 21, 22, 23 and 25, from 9 to 11 P.M., and on Dec. 19 from 9 P.M. to 12 midnight; WJR, WJR, The Goodwill Station, Inc., Detroit, Mich., C.P. to move transmitter from Sylvan Lake Village, Mich. to location about 16 miles south of Detroit; WSVS, Seneca Vocational High School, Buffalo, N. Y., authority to remain silent from 3 P.M. Dec. 22 to 8:30 A.M., January 2; KPJM, M. B. Scott & Edward C. Sturm, Prescott, Ariz., authority to operate on such reduced power as necessary to obtain maximum percentage of modulation of at least 75%, pending installation of equipment up to January 1, 1934; WARD, U. S. Broadcasting Corp., Brooklyn, N.Y., authority to January 1, 1934, to operate with reduced power pending the obtaining of new plate voltmeter; KIDW, The LaMar Broadcasting Co., Lamar, Colo., authority to remain silent until Jan. 1, 1934, pending repair of generator and installation of new power supply.

Also, WNU, Tropical Radio Telg. Co., New Orleans, La., marine relay license, 125-500 kc., 750 watts; Same, public coastal telg. license; RCA Communications, Inc.; KEQ, KQH, Kahuku, T.H., authority to use two point to point telg. stations at Kahuku, T.H. to communicate with ship station KJTY aboard "SS Jacob Ruppert" of the Byrd Antarctic Expedition; KOG, KICZ, Mutual Telephone Co., Honolulu, T. H., renewal of point to point telg. licenses in exact conformity with existing license; Howell Broadcasting Co., Inc., Portable, Buffalo, N. Y., and vicinity, 2 C.P. for general experimental service, 31100, 34600, 40600 kc., 5 watts; KGSX, KGSW, KGSY, Aeronautical Radio, Inc., Spokane, Wash, Helena, Mont. and Missoula Mont. respectively, licenses 3005, 2854, 5377.5 kc., 400 watts.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

INDEX TO ISSUE OF DECEMBER 19, 1933.

No. 683

December 19, 1933.

EARLY ACCEPTANCE SEEN OF PLAN TO END PRESS-RADIO WAR

It was confidently expected that after the plan recommended by broadcasters and publishers at the New York meeting recently with regard to broadcasting news had been studied carefully it would be accepted by newspapers both large and small and by the independant as well as the chain broadcasters. This the Editor and Publisher reports it has learned after a careful investigation of the situation. The plan will probably be put before the Associated Press at a meeting of the Board on Tuesday, January 9. The next step it is believed will be recommendations with regard to the program situation. As a result of the New York meeting it is understood the newspapers have agreed for the time being at least to go further in the movement which was fast spreading of dropping radio programs from the news columns.

Regardless of any thing further which may come of it if the plan agreed upon by the New York conferees is agreed upon it will go a long way towards ending the so-called press-radio "war", restrict air news reporting to hours not in serious conflict with either morning or evening distribution periods, except for flashes of transcendent importance, confine the reports to brief bulletins which are to be supplied by the press service, dissolve the Columbia News Service corporation and prevent news broadcasting for commercial purposes.

To effect these and other mutually agreed upon objects the plan sets up a co-operative news bureau to be controlled by an editor to be chosen by the newspapers and press associations. He will receive the reports of the three principal press associations, and cull from them bulletins of not more than 30 words to be offered to the broadcasters for air announcement but the two broadcast periods, not to exceed five minutes each, are restricted to not earlier than 9.30 A. M., local station time, or prior to 9 P. M., local station time. Thus evening paper bulletins could not go on the air prior to 9 in the evening and morning newspaper news could not be broadcast before 9.30 on the day of publication. The radio broadcasters agree to pay the expenses of the co-operative bureau, but the news would be supplied gratuitiously by the principal news associations as a contribution to public service and harmonious relations between press and radio.

Speaking enthusiastically of the plan the Editor and Publisher says editorially:

"A 10-point plan, remarkable for give and take, is proposed by representatives of the press, radio and press associations and services to end the six-year controversy over news

broadcasting. It deserves the close study of the press in the same spirit in which it is offered by the committee which has formed and adopted it. The object is to bring news broadcasting under control, to eliminate radio competitive methods, and to serve the public interest. To this end, the press makes an offer of its news for air transmission in 5-minute periods, morning and evening, in hours which will not seriously conflict with the distribution periods of the morning and evening newspapers. Bulletins are to be limited to 30 words and are to be selected by an editor, working in a cooperative bureau under newspaper supervision. News flashes of transcendent importance are permitted during the day and night. There is to be no commercial use of news. Commentators are restricted. The striking new plan seems mutually liberal, intelligent ans workable and should yield sound benefits to press, radio and public.

The New York conferees included the following: William S. Paley, president of the Columbia Broadcasting System; Edward K. Klauber, first vice-president, Columbia Broadcasting System; M. H. Aylesworth, president of the National Broadcasting Company; Frank E. Mason, vice-president of the National Broadcasting Company; Roy W. Howard, chairman of the Board of the Scripps - Howard Newspapers; Harry M. Bitner, assistant general manager of the Hearst Newspapers; J. D. Gortatowsky, of the International News Service; Karl A. Bickel, president of the United Press; Lloyd Stratton, executive assistant of the Associated Press, representing Kent Cooper, general manager; E. H. Harris, chairman of the Publishers' National Radio Committee, and the following members of the committee: John Cowles, Des Moines Register and Tribune; Edwin S. Friendly, New York Sun; James G. Stahlman, Nashville Banner, and L. B. Palmer, general manager of the American Newspaper Publishers' Association. Alfred J. McCosker, president of the National Association of Broadcasters, was invited to the conference and attended the first day's sessions.

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COMMUNICATIONS RECOMMENDATIONS IN PRESIDENT'S MESSAGE

There is every likelihood that the recommendations of the Interdepartmental communications committee will be submitted as a message to Congress by President Roosevelt early in January. This is expected to be followed by the introduction of Communications Commission bills by chairman Sam Rayburn of the House Interstate and Foreign Commerce Committee and chairman C. C. Dill of the Senate Interstate Commerce Committee. If so hearings will be scheduled. This will be a lengthy procedure and it is not believed there would be a chance of any such legislature being enacted during the forthcoming session.

Assets involving more than $6,100,000,000 and plant worth in excess of $5,200,000,000 would be affected by the proposed

legislation to create a Federal Communications Commission with full jurisdiction over all interstate and foreign communications, and embodying features that will permit mergers between domestic telegraph companies handling foreign record communications of every sort.

The telephone companies have $5,400,000,000 of total assets and $4,700,000,000 of plant and equipment, with the Bell System alone including $4,900,000,000 assets and $4,285,000,000 plant and equipment.

The telegraph, cable and radio companies have assets of more than $700,000,000 including plant worth above $500,000,000. Year-end figures for 1932 place Western Union cable and telegraph assets at $374,000,000 and plant at $334,000,000; All-America Cables, $39,000,000 and $33,000,000 respectively; Postal Telegraph andCable, including Mackay Radio, $130,000,000 and $108,000,000, and RCA Communications $100,000,000 and $42,000,000.

The principal mergers will likely be between Western Union and Postal Telegraph land lines, to which will be added all domestic allied services; and between Western Union, Commercial and All-America Cables and RCA Communications and Mackay Radio and Telegraph.

"The Radio Corporation of America thereafter probably would confine its operations purely to the entertainment field, while the International Telephone and Telegraph Corporation would have its principal interests in telephone manufacturing and operating business in foreign countries", a writer in the New York Times observes. "Both companies would be expected to have holdings in the new concern as a result of their contributions under the proposed scheme."

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AGAINST WEVD POWER INCREASE

A recommendation has been made to the Federal Radio Commission by George H. Hill, Examiner, that Station WEVD, in New York City, memorial station dedicated to the late Eugene V. Debs, Socialist leader, be denied an increase of power from 500 to 1000 watts.

The Examiner's adverse report was based upon the following conclusions:

"The applicant is financially and technically qualified to operate the station with the power proposed. The present service of WEVD is limited by interference and its proposed operation would permit the extension of its service over an area and to a population in excess of that now served. However, the city of New York is now served by more than thirty radio stations.

"Programs of a high type are available to and have been broadcast by the applicant.

"The granting of the application would result in interference between Station WEVD and Stations WCAP, WTNJ and WCAM. A sufficient showing of need for the service requested has not been made by the applicant.

"The granting of the application would result in an increase in the broadcast facilities of an already over-quota State and the granting of the application would not serve public interest, convenience and/or necessity."

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GOVERNMENT CONTROL OF RADIO IN NEW ZEALAND INDICATED

That the Government of New Zealand intends to assume complete control over radio broadcasting in the Dominion is indicated in a report from Vice Consul W. W. Orebaugh, Wellington.

Until January 1, 1932, the report shows, broadcasting in New Zealand was largely in the hands of private interests, functioning under the supervision of the Post and Telegraph Department. On that date, the control of broadcasting became vested in the Broadcasting Board, a Government body whose functions and powers resemble those of the British Broadcasting Company.

Until very recently the Board maintained four class "A" stations, located in the four chief centers of the country - Wellington, Auckland, Christchurch and Dunedin. It was announced recently that the Government proposed to purchase three of the smaller Class "B" stations.

One item of the Government Board's program was the elimination of incompetent amateur broadcasting. In doing this it has employed an increasing number of graphophone records and has acquired a library of some 37,000 records.

The "B" or smaller stations under private control have been adversely affected by recent developments, the report shows, and it is probable that under existing conditions they will not be able to continue to operate. Like the Government "A" stations, they make wide use of gramaphone records, upon each of which a royalty must be paid. Furthermore, restrictions on radio advertising have served to increase their financial difficulties.

While the majority of the "B" stations in New Zealand are relatively unimportant, the two stations recently taken over by the Government had built up a wide popularity as a result of their original programs. At the present time there is a considerable amount of public dissatisfaction with the Government for its action in assuming control of these popular stations.

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Programs of a high type are available, but have been produced by the applicant.

The granting of the application would result in interference between Station WKYB and Station KGAF, and would a sufficient coverage of more than one service area, have made by the applicant.

The granting of the application would result in a decrease in the broadcast facilities of an already over-crowded area and the granting of the application would not serve public interest, convenience and/or necessity.

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DIRECTOR CONTROL OF RADIO IS NO SMALL TROUBLE

Not the newspapers or the Senate intend to review complete control over radio broadcasting in the Dominion is illustrated in a recent item from Ottawa, Ontario, Saturday.

Until January 1, 1936, the report says, broadcasting in the Dominion was largely in the hands of private interests, functioning under the supervision of the Department of Marine. On that date, the control of broadcasting became vested in the Broadcasting Board, a government body whose duties are similar to those of the British Broadcasting Corporation.

Until very recently the Board had issued licenses for stations located in the four major centres of the country - Montreal, Toronto, Winnipeg and Vancouver. It was announced recently that the Government intended to provide radio service to smaller towns and districts.

The task of the Broadcasting Board, whether one is in sympathy with the activities of independent broadcasting, is no small one. It has employed an increasing number of professional engineers and has maintained a library of some 6,000 records.

The 400 or smaller stations under private control have been universally criticized by recent speakers. The report, however, is to the effect that under existing conditions they will not be able to continue to operate. Like the newspapers, the stations have also been of questionable records, some each of which a popular must be given. Politicians, incidentally, in many countries have served to increase their financial difficulties.

While the majority of the 400 stations in the Dominion are relatively unimportant, the two stations formerly owned by the Government had built up a high popularity and reputation for varied programs. At the present time there is considerable pressure to unify administration with the Government for its value in measuring control of these popular stations.

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N. Y. POLICE BAN TAXI RADIOS AS NUISANCE AND HAZARD

Police Commissioner Bolan has put a ban on radio-equipped taxicabs in New York City.

The Commissioner's order gave the operators of the 2,000 cabs that already have been equipped with radios until midnight, December 20, to remove them or make them inoperative. Violation of the order will result in revocation of license, operators were warned.

When taxicab operators learned of the order, which represented a reversal of Commissioner Bolan's previous stand, they refused to accept it as final. Spokesmen said they would seek a conference with the Commissioner at which they would attempt to persuade him to change his mind. If their plea fails, some of the operators may seek an injunction, it was indicated. The investment in taxicab radio equipment already installed or ordered was estimated to approximate $260,000, with 2,000 cabs already equipped and radios ordered for 4,500 more.

Referring to the action of the New York Police Commissioner, the New York Times in an editorial said:

"Commissioner Bolan is justified in placing a ban on radio-equipped taxicabs, though he would have been on surer ground had he refused to permit them in the first place. Then the Companies would have been spared the expense of installing the radios, only to remove them again. They are "not maintained in the interest of the public or the industry." They tend to distract the attention of the drivers, who often reach back with one hand to twist the knobs while trying to steer the car with the other, and are sometimes unable to hear the passenger's instructions. The presence of the radio is certain to increase the accident rate. The driver has enough to worry about now, without adding jazz to his troubles.

"The public has supported a campaign led by the Health Commissioner to muffle the noise of city streets and places where people work or try to sleep. Only the other day Dr. Wynne sent to the Board of Aldermen an amendment designed to curbe loud-speakers installed in cruising automobiles for advertising purposes. Why deliberately add to the existing din? And why deliberately add to the costs of local transportation? It seems odd that an industry which has been loudly protesting against increased taxes and reduced fares should invite the attention of the regulatory authorities - whoever they may be - by investing $260,000 in a luxury like the radio."

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COMMISSION ALLOCATES 3 FREQUENCIES IN ONE BAND EXPERIMENTALLY

The Federal Radio Commission today (Dec. 19) allocated three frequencies in the band 1500-1600 kc. for assignment to experimental broadcast stations, such frequencies to be separated by 20 kc. viz., 1530, 1550 and 1570 kc., and to issue licenses if the applicant makes a showing in his application that he can meet the following conditions:

(1) That the operation will be under the direct supervision of a qualified research engineer with an adequate staff of qualified engineers to carry on a program of research;
(2) That the program of research includes study of antenna design, field intensity surveys, and plans for an analysis of response of listeners;
(3) That the transmitter and all studios will be equipped so as to be capable of at least 10 kc. audio frequency transmission.

The program of research shall be acceptable to the Commission and experiments desired by the Commission shall be incorporated upon request. Changes in the program of research shall be subject to approval.

The licensee should be authorized to use variable power not to exceed 1 KW and to carry sponsored programs; however, the sponsorship should not interfere with the program of research, and the conduct of experiments should not depend only upon sponsors as a means of defraying the cost of the experiments.

The licensee should be required to report to the Federal Radio Commission at least each six months as to the development of his program and the results obtained. More frequent reports should be called for in the early stages of the experiment.

In order to put this policy into effect the following changes and/or additions in the Rules and Regulations should be made

(1) Add the following to Rule 27:

"f. The licenses for Experimental Broadcast stations will be issued for a normal license period of six months from the date of expiration of the old license, or the date of granting a new license."

(2) Add new rule as follows:

"3062. The term "Experimental Broadcast Station" means a station carrying on the experimental transmission of broadcast programs on frequencies specifically designated for use by such stations."

(3) Change the title of Rule 313 C to read as follows:

"C. Experimental Visual Broadcast Stations and Experimental Broadcast Stations."

(4) Add the following as Rule 319:

"319. The following frequencies are allocated for use by experimental broadcast stations: 1530,1550, 1570 kc."

(5) Add the following new rules after Rule 324:

"Rule 324a. Each applicant for experimental broadcast station construction permit will be required to show that he has a program of development which promises to lead to improvement in the broadcast art and has the finances and facilities to carry out the proposed program. In addition he shall be required to show -

(1) That the operation will be under the direct supervision of a qualified engineer with an adequate staff of qualified engineers to carry on the program of research;

(2) That the program of research includes study of antenna design field intensity surveys and plans for an analysis of response of listeners;

(3) That the transmitter and all studios will be equipped so as to be capable of at least 10 kc. audio frequency transmission;

(4) That if sponsored programs are transmitted such sponsorship will not interfere with the program of research, and that the conduct of experiments will not depend only upon the sponsors as a means of defraying the cost of the experiments."

Add the following as Rule 324b:

"Rule 324b. The Commission will not authorize an operating power to exceed 1 kilowatt for stations in the experimental broadcast service. In the determination of power the rules governing broadcast stations shall apply."

(Note: Commissioner Lafount moved that Section 4 be stricken from the new rule 324a, but his motion was lost.)

This allocation by the Commission followed recommendations by Dr. C. B. Jolliffe, Chief Engineer, and George B. Porter, Acting General Counsel, who submitted the following memorandum in connection therewith:

"Under the recommendations of the Mexico City Conference, the frequency band 1500-1600 kc was left unassigned, pending a decision in regard to allocation of frequencies to broadcasting in North and Central America. Following that conference the Commission made changes in its Rules and Regulations which will transfer all services allocated to frequencies between 1500 and 1600 kc, to other parts of the frequency spectrum. The frequencies between 1500-1600 kc were designated for general communication service:

"The General Regulations attached to the International Radio Conference of Washingtin, Article 5, paragraph 1, read as follows:

> 'The Administration of the contracting countries may assign any frequency and any type of wave to any type of radio station within their jurisdiction upon the sole condition that no interference to any service with another country will result therefrom.'

Thus, frequencies in the band 1500 to 1600 kc. are available for any type of assignment provided they do not interfere with the service of any other country. The International allocation of frequencies in this band is specified as 'mobile service'. There will be no mobile services in North America assigned to the band provided all nations adopt the recommendations of the Mexico City Conference.

"At the Mexico City Conference the United States proposed that this band be used for broadcasting in North America, in order to effect a settlement of the broadcasting problems. This was not acceptable and it was left as designated above.

"Opinions of competent technical men vary as to the usefulness of frequencies in this range for broadcasting. Some contend that these frequencies are of very little use and base their opinions on the operation of stations at present assigned frequencies just below 1500 kc.; others contend that if properly engineered they are capable of giving satisfactory service.

"There should be little difference in the transmission characteristics between the frequency bands 1500-1600 kc. and 1400-1500 kc. Some stations immediately below 1500 kc. have paid particular attention to antenna design and obtained results comparable to the transmission characteristics of other frequencies. Other stations have paid no attention to antenna design and have obtained very poor service. All possibilities of antenna design have not been exhausted.

"It is extremely difficult for a commercial station which is operating solely for profit to make experiments on antenna structure or to vary power, transmitters, etc., or to alter materially the service area of a station. It is likewise unfair to an established audience to be making such changes. It is our belief, however, that frequencies between 1500 and 1600 kc. can be useful if the stations using them are properly engineered. Experiments to determine this cannot be carried on below 1500 kc.

"In order to determine the usefulness of these frequencies, it is necessary to experiment with the antenna design to determine the maximum power which can be put into the ground wave with the minimum signal in the sky wave, and to determine the proper power to be used either for serving many small primary areas or a single small primary area with a larger secondary area. To determine these, it will also be necessary to make a study of the fading characteristics of these frequencies.

(Continued on bottom of next page)

FOUR NEW STATIONS FOR AUSTRALIA

That Australia is essentially "radio-minded" is revealed in a report to the Commerce Department from Assistant Trade Commissioner Wilson C. Flake, Sydney.

Since the beginning of the present year, the report shows, the number of radio sets in the Commonwealth increased by 20 per cent. The total number reported at the end of September was 500,341, one set for every 13 persons. This figure would indicate that Australia now ranks sixth among the countries of the world in the number of radio listeners.

This increase in the number of receiving sets has added a substantial amount to the revenue collected as license fees by the Government, a part of which will be returned to listeners in the form of increased and improved broadcasting facilities.

The Government has just awarded a contract for the erection of four new broadcasting stations, and at the same time announced plans for three additional stations. This will bring the total number of Class A stations to 19, and will provide dependable service to sections of the country, which are now reported experiencing some difficulty in receiving programs from the existing stations.

Owing to the high tariff on radio sets and parts, Mr. Flake points out, Australia manufacturers are now supplying practically all the increased requirements for receiving sets, imports being confined largely to tubes and fixed condensers. In the fiscal year 1931-32, imports of radio sets and parts into the Commonwealth were valued at £300,931, of which complete sets accounted for £1,671; tubes, £236,161; and other radio parts, £63,008.

It is estimated that total domestic production of receiving sets in 1932 amounted to 115,000 units.

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"While not directly related to this problem, the question of audio quality of transmission should be studied. It is impossible to determine the gain produced in the entertainment value of programs by increasing the range of audio frequencies from the radio broadcasting stations as now allocated, due to the fact that 10 kilocycle separation between carriers is not sufficient to permit receivers to be used which will accept high quality modulation without receiving interference from adjacent channels."

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BUSINESS LETTER NOTES

Extension of its libel laws to include the radio is being planned in Wisconsin, and it is expected that some definite steps along this line will be taken at the next regular session of the legislature.

Strengthening of the State's libel statutes, to apply to radio utterances, is being given support by Gov. Albert G. Schmedeman. It was pointed out that there are libel provisions in the State statutes to reach the publishers of a scandalous and untrue statement, but liability may be escaped by a broadcaster.

"There is sound logic in the contention of those who feel our laws should reach the person who might make damaging and false statements over the air", said Governor Schmedeman. "At least that is my reaction to the suggestion that we bolster our State laws to reach such persons.

"I will certainly lend my support to the proposition at the earliest opportunity."

Representative James M. Beck (R.) of Pennsylvania, addressing the Pennsylvania Society in New York, said:

"General Johnson said everyone should do his own thinking. I agree with him but to enable the American people to think it is just as well that an opportunity should be given them to hear the other side of the controversy and yet for six months channels of the air have been denied to the opponents of these policies. The press has continued under the threat that they too would be regimented."

All the cable and radio companies have announced several adjustments in rates and regulations relating to messages sent from this country, effective on Jan. 1, under amendments to the International Telegraph and Radio regulations adopted by the Madrid conference several months ago.

The principal adjustments involve a reduction in the present ten-letter code word to five letters in length, abolish the "preferred message" service extensively used by brokers and bankers in foreign messages and reduce the "urgent" rate from triple the ordinary rate to double.

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DECISIONS OF THE FEDERAL RADIO COMMISSION DEC. 19

Applications Granted

WBNX , The Standard Cahill Co., Inc., New York, N. Y., C.P. to move studio locally, and make changes in equipment; WEBC, R. B. Broyles Furniture Co., Birmingham, Ala., C.P. to make changes in equipment and increase day power from 100 watts to 250 watts; KPJM, Scott & Sturm, Prescott, Ariz., C.P. to move transmitter locally in Prescott, and make changes in equipment; WHN, Marcus Loew Booking Agency, New York, N. Y., license covering move of transmitter and installation of new equipment, 1010 kc., 250 watts, shares WRNY and WQAC-WPAP; KFOR, Cornbelt Broadcasting Corp. Lincoln, Neb., license covering changes in equipment 1210 kc., 100 watts night, 250 watts day, unlimited time; KIEM, Harold H. Hanseth, Eureka, Cal., authority to operate night of Dec. 19 in order to broadcast election returns.

Also, WFJB, Marshall Electric Co., Inc., Marshalltown, Ia., special temporary authority to operate from 9 P.M. to 12 Midnight, CST, Jan. 5, 6, 11, 12, 16, 18, 19, 20, 23, 26, 28 and 31, 1934; and from 9 A.M. to 12 Noon and 3 to 6 P.M. CST, January 18, 19, and 20, 1934; KGFL, KGFL, Inc., Roswell, N. Mexico, authority to operate simultaneously with KICA from 7:30 to 9 P.M. Dec. 20th, in order to broadcast special Christmas program; KTHS, Hot Springs Chamber of Commerce, Hot Springs National Park, Ark., authority to operate on 970 kc., from 11:30 A.M. CST, until the end of Rose Bowl Game, approximately 6:30 P.M. CST, Jan. 1, 1934, in order to broadcast football games; KWLC, Luther College, Decorah, Ia., modification special temporary Authority to remain silent from Dec. 20, 1933, to Jan. 2, 1934, inc., except from 2 to 4 P.M. CST, Dec. 24, 1933, in order to broadcast church concert.

Also, WPDX, Detroit Police Dept., Detroit, Mich., C.P. for additional transmitter, also granted license covering same; City of Little Rock, Little Rock, Ark., C.P. for police service, frequency 2430 kc., power 100 watts; Chas. L. Jaren, Portable & Mobile, C.P. for general experimental service, 31100, 27600, 34600 and 40600 kc., 50 watts; also, Portable, temporary broadcast pick-up C.P. 1622, 2150 kc., 50 watts; Aeronautical Radio, Inc.: WSBM, Albany, N. Y., WSDI, Cincinnati, Ohio, WAEI, Detroit, Mich., WSDD, Boston, Mass., C.P., frequencies (a) 2612, 2636, 3467.5, 4740 kc.; (b) 6540, 6550, 6560, 8015 kc., 250 watts; unlimited time on frequencies (a); and day only on frequencies designated under (b); KGUR, Glendale, Cal., and KGTF, C.P. for new transmitters; WSDJ, Elkins, W. Va., license, frequencies 3127.5, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 4917.5, 5602.5, 5612.5, 5632.5 kc., unlimited, 3222.5 kc. day only, 50 watts.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

CONFIDENTIAL—Not for Publication

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No. 684

NOTE: THERE WILL BE NO ISSUE OF THE BUSINESS LETTER THE DAY AFTER CHRISTMAS, DECEMBER 26; DUE TO THE GOVERNMENT OFFICES BEING CLOSED OVER THE ENTIRE WEEK-END AND THE COMMISSION NOT MEETING ON TUESDAY.

AMERICAN BROADCASTERS STRIKE BACK AT CRITICS

A vigorous answer has been prepared by the National Association of Broadcasters to the question raised in the school debates to be held throughout the country as to whether the United States should adopt the essential features of the British system of radio operation. It is a 200 page handbook compiled by Philip G. Loucks, Managing Director of the Broadcasters, bristling with arguments in favor of the American system. Supplying ammunition to students who must defend our system in the country-wide debates, the handbook contains the Broadcasters' Code of Ethics, a detailed history of American radio, a presentation of the American case by Prof. Herman S. Hettinger of the University of Pennsylvania, an outline for debate of the American radio situation, the listeners' attitude to British programs as expressed by Maj. Joseph Travis, of London, what Federal Radio Commissioner Harold A. Lafount has to say with regard to the merits of the American situation, a question, "What Are We Going to Do About American Radio?" propounded by Franklin Dunham, Educational Director of the NBC, Facts, in question and answer form concerning the American broadcasting system and a short bibliography on Broadcasting.

The handbook is the most impressive effort the American broadcasting industry, which heretofore has stood more or less silent under attacks, has ever made to justify its existence. Unquestionably a portion of the book, which will be widely quoted, are the arguments advanced by William Hard, who, because of his frequent trips abroad, has first knowledge of the British system.

"In radio do you want competition?" Mr. Hard asks. "Or do you want monopoly?

"The American system is competitive, intensely. We have some six hundred different persons - individual persons or corporate persons - owning and operating broadcasting stations. Some of these stations take - and some of them do not take - programs prepared and transmitted on a nation-wide scale by our so-called 'chain' companies. These 'chain' companies compete against each other not only intensely but - I might even say - violently.

"Some adversary of mine may talk to you about a 'private monopoly' of radio in the United States. Ask him to show it to you. There isn't any such thing."

"The British Broadcasting Corporation has an exclusive license from the British Government to operate all broadcasting stations, absolutely all, in the whole of Britain. There is not a microphone in Britain that is not controlled by the British Broadcasting Corporation's central office in London.

"Are you a violinist in Edinburgh? Are you a member of an orchestra in Cardiff? Are you a member of a debating team in Manchester? Are you a county councillor in York? Are you a labor leader in Exeter? Are you a member of the House of Commons representing a constituency in Kent? Are you a hopeful soprano in Bournemouth? And would you like to go on the air? Have you something in you that you would like to express on the air?

"Well! In Britain you have just one chance. If the British Broadcasting Corporation's central office in London says that you can go on the air, you can. If it says you can't, you can't. And that's that."

"Have you ever heard anybody claim - even claim - that British broadcasting is more entertaining than American broadcasting? Have you ever heard anybody claim - even claim - that in radio's very first primary function - the function of entertainment - British governmental radio is superior to American private radio?

"I will give you one second to think of the answer; and the answer is, of course, utterly 'No.' Or, if it's 'Yes', will the advocates of British broadcasting stand up and say so - and say why? They never do. And why not? Because it is clearly apparent that for entertainment American radio leads not only Britain but the whole world."

"American broadcasting now costs about a hundred million dollars a year. Do you think that in these days of intense demand upon federal financial resources for the relief of distress the Government will ever devote one hundred million dollars a year to providing comic relief - and other relief of mind - to owners of radio receiving sets?

"More than half of the tax-money raised on radio receiving sets in Britain never gets to the British Broadcasting Corporation. It is grabbed off by the Government itself for other governmental expenses. The British owners of receiving sets pay a tax on their sets to get broadcasts; and then less than half of what they pay is used for giving them broadcasts. And the broadcasts necessarily sound like it. The program managers have neither the stimulus of competition nor the momentum of money to make them seek variety and novelty.

"The British Postmaster General is in supreme authority over the British Broadcasting Corporation. He licenses it to exist. He can tell it what to broadcast. He can tell it what not to broadcast. He can tell it what to do - and what not to do - about its money, about its program material, about its personnel. He can tell it; and he never tells it. He has all that authority; and he never exercises it.

"Let us try - let us try - to imagine an American Postmaster General acting similarly.

"Walter Brown was Mr. Hoover's Postmaster General. James Farley is Mr. Roosevelt's Postmaster General. I think that they are the two gentlemen whom I hear laughing loudly in the gallery."

"Now suppose Mr. Borah wants to speak on the American air. Is there a station manager in America or is there a 'chain' manager that would think of saying 'No'? There most certainly is not. Can you visualize the social earthquake that would occur in America if Mr. Borah should announce that he had been denied the air? It would shake our private radio managers out of their commercial existences.

"But in Britain! Ah, how different! Mr. Churchill says that he wants to speak on the air, and what does Sir John Reith say? Quietly, imperturbably, and definitively: 'No.' Just 'No'. And it settles it."

"Every foreign radio system is governmental and coercive. Every foreign radio system, instead of expanding free speech, diminishes it. I am not scared by governmental ownership and operation of railroads or of electric light plants or of any other physical things. I am terrified, I will admit, by governmental ownership and operation of men's words, of men's thoughts, of things mental, moral, spiritual."

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COMMISSION TAKES ITS CHRISTMAS SIESTA

The hard-working Federal Radio Commission will hold no meetings or hearings during Christmas week. In fact, the Commissioners will not get their feet under the table again until they meet Tuesday, January 2nd.

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12/22/33

ZENITH SHOWS ENCOURAGING OPERATING PROFIT

As an indication of what appears to be a turn for the better and perhaps the end of the depression, the Zenith Radio Corporation, of Chicago, reports a net operating profit for the six months ended October 31st, 1933, of $131,741.40, compared with a net loss of $201,972.66 for the same period in the preceding year, after all charge-offs including liberal depreciation, but before Federal Profit Taxes, as per the following comparative statement:

		Six Months ended October 31st		
		1932		1933
Manufacturing Profit				
After Excise Taxes, Royalties, Manufacturing Expenses and Maintenance of Plants and Equipment		$ 27,102.60		$289,527.03
Selling and Administrative Expenses		181,035.16		121,184.76
Depreciation		48,040.10		36,600.87
Net Operating Result	Loss	$201,972.66	Profit	$131,741.40

"The company carried on a successful fall sales campaign and has been able to maintain steady normal production", Hugh Robertson, Treasurer reports. "It believes the demand for home radios in 1934 will be greater than 1933. The company is making extensive preparations to supply radios to automobile manufacturers as standard equipment. The first contract has been secured for equipping Hudson and Terraplane cars. Negotiations are being carried on with other car manufacturers.

"The company has no outstanding loans of any kind, current obligations are being discounted, and the usual strong liquid position continues to be maintained."

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12/22/33

STARBUCK SKATING ON THIN ICE

Apparently the Democrats are after the scalp of W. D. L. Starbuck, Federal Radio Commissioner of the Eastern zone a Democrat appointed by President Hoover whose term expires in February. Senator Rob Wagner of New York is expected to be the deciding factor in the appointment. It is the impression that commissioner Starbuck is on his way out.

Eddie Dowling, actor, director of the theatrical branch of the Democratic National Campaign Committee, and Herbert L. Pettey, Secretary of the Radio Commission, both previously mentioned for the place have again been spoken of. A Tammany man from New York, James Killeen is likewise mentioned.

An apparently reliable report is that a "dark horse" has been agreed upon but whether or not this is Dowling, Pettey or Killeen could not be learned. Pettey is said to have told a friend that he (Pettey) was definitely out of it. The impression of the friend was that Petty who seems to be the Administration's "fair haired radio boy" and who "Patronage-Master" General Farley calls by his first name, is after bigger game, maybe expecting to be a member of the new Communications Commission, if there is to be such a Commission. Still another story is that Starbuck's place will not be filled until the matter of the Communications Commission is settled.

Starbuck has been more or less of a mystery man in the Radio Commission. No biography of him has ever been available at the Commission and he apparently had little to do with radio excepting perhaps that he had been a patent lawyer. He is supposed to have been proposed by James R. Sheffield, former Ambassador to Mexico and a director of the Radio Corporation of America, also backing Starbuck was Col. Bill Donovan. Frank M. Russell, Vice-President of the NBC was also understood to have done considerable work in behalf of Starbuck.

Starbuck has never been popular with the newspaper men covering the Commission and once was behind a movement, which if successful, would have resulted in the dismissal of any Commission employee seen talking with a newspaper correspondent. Starbuck made himself so offensive personally to one newspaper man covering the Commission that he never went back to Starbuck's office a second time.

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NEW YORK TAXI BAN PUT OFF TO PERMIT COURT TEST

Commissioner Bolan of New York has deferred the official ban on radio-equipped taxicabs until Jan. 1. Between now and then it is expected that attorneys for the operators who have already placed receiving sets in their cabs will ask the courts to restrain the Police Department from making the order effective.

Also Bond Geddes, of the Radio Manufacturers' Association, will make a personal plea to Mayor-elect La Guardia in the matter.

D. C. LAW BANS RADIO-TAXIS, BUT IT ISN'T BEING ENFORCED

Washington has a law prohibiting radios in taxis, but because no violations or complaints have reached the Public Utilities Commission, virtually nothing has been done to enforce it.

The District order was passed Aug. 4, 1932. It prohibits the operation of taxis equipped with radios, while the radio is on.

"Since we approved the regulation the Public Utilities Commission has received no complaints of violations," Acting Chairman Riley Elgin said today.

One taxi driver has been brought into court for a violation, however, according to Lieut. Thomas Mason Jr., District hack inspector. The driver was released on personal bond, Mason said.

The opinions of a number of District residents, picked at random by the Washington News, mainly favored the use of radios in cabs.

Here are some of the comments:

C. R. Richards of 524 Oglethorpe St. N. W.: "I really enjoy radios in cabs. It's one of the nicest ideas the taxi owners have had."

Mrs. J. C. Grinder of 1304 D-st S. E.: "They don't bother me. I think it's pleasant to have music when you ride a cab."

A. J. LaPorte of 1915 Connecticut-ave N. W.: "I rather like them. The idea is a real novelty."

Mildred Smith of 824 I-st N. E.:"Music in a cab is grand. It's sort of romantic and restful, too."

Mrs. Lillian Arlin of 64 V-st N. W.: "Radios are all right if the driver of the cab gets the right program."

R. L. Martin of 3900 14th-st N. W.: " I can't see anything against radios in cabs."

Miss M. E. Bellfield of 1302 Kenyon-st N. W.: " I think

it's dangerous. It takes the driver's mind off his driving. There's too much noise on all radios, anyway."

Carrie Parker of 1209 N-st N. W.: " I don't ride taxis, but I don't have a radio in my own car. There's too much danger of accidents."

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F. D. R. TO REPEL CONGRESSIONAL BRICKBATS BY RADIO

That Congress will be on his hands soon doesn't seem to perturb President Roosevelt, even though it's everybody's secret that the session will be marked from the outset by plenty of brickbats. "It isn't expected that F. D. R. will follow the occasional example of some of his predecessors and deliver messages to Congress by word of mouth." Frederic William Wile observes. "In radio, he has a far more powerful means of bringing pressure to bear, should Congress "act up," than personal appearances at the Capitol. At Albany Gov. Roosevelt, like Gov. Smith before him, periodically addressed the people of New York State by air, whenever it was found desirable to generate public support for legislative programs. Since he entered the White House, President Roosevelt has acquired a more profound respect than ever for broadcasting as a means of influencing popular sentiment. It may be taken for granted that he will resort to the microphone unhesitatingly during the next few months should congressional developments suggest the usefulness of fireside talks to the country."

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NOT BELIEVED COMMUNICATIONS BILL WILL AFFECT BROADCASTING

The predominating radio legislation to be considered in the forthcoming session of Congress, which convenes the first week in January, will be the communications recommendations of President Roosevelt based upon the report of the Interdepartmental Committee, of which Secretary Roper was Chairman. One well informed legislative observer expressed the belief that Congress at this session would pass some sort of enabling legislation for the appointment of a Communications Co-ordinator who would do for radio what Co-ordinator Eastman is doing for the railroads. It was his opinion that the Federal Radio Commission would be allowed to stand as it is.

"I believe there will be preliminary legislation giving the President power to set up a radio co-ordinator", he concluded. "I think the President will then tell the Co-ordinator to go ahead and see what he can do. I don't believe broadcasting will be affected in the slightest degree.

"The Radio Commission may be cut down to three members but I don't think it will be abolished, neither do I expect to see any tampering with the Radio Act."

Another legislative expert was asked if he thought there was any chance of the legislation introduced last session by Senator Dill, Chairman of the Interstate Commerce Committee for the taxing of broadcasting stations being pressed at this session.

"Not unless Senator Dill does it", he replied, "but I think the Senator will be too busy with other things relatively more important to consider station taxation at this time."

The tax proposed would be on an annual basis with the scale running from $500 up to $10,000, the latter figure being for 50,000 watts power stations.

What the Tugwell Food and Drugs Bill may bring up of interest to broadcasters is not known but there is some talk of a bill which would stipulate that no article could be offered over the air which could not be advertised in a newspaper - in other words not permitting any broadcast advertising which could not go through the mails.

The Radio Manufacturers' Association under the leadership of Paul B. Klugh, of Chicago, Chairman of the Legislative Committee, is vigorously urging Congress for relief from 5 per cent Federal excise tax on radio and phonograph products.

That the radio tax is discriminatory against radio and other selected industries and that radio is not a luxury are the principal points being stressed in the opposition to the radio tax. A small, but general, manufacturers' sales tax, applying equally and fairly to all manufacturers, is advocated instead.

Collections of radio excise taxes for the month of October, 1933, were $292,332.

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COMMISSION FREE TO ACT ON MISSOURI TRANSFER

The petition for an injunction to restrain the Federal Radio Commission from acting on the application for the voluntary assignment of license from Station KGIZ, Grant City, Mo. to KGBX, Springfield, Mo. has been dismissed by the District Supreme Court.

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BUSINESS LETTER NOTES

The Broadcasters' Code Authority will hold another meeting soon after the first of the year. The new organization will have offices in the National Press Building, in Washington, in conjunction with the National Association of Broadcasters.

As yet the Government has not appointed its three members of the Authority though in all probability Harry Shaw, of Waterloo, Ia. will be one of them. The delay is said to be caused by the labor people wanting to name all three.

It is again reported that the career of Louis Howe, presidential secretary, as a commercial broadcaster, is approaching its conclusion.

Direct radio telegraph service between Spain and the United States was inaugurated Dec. 19 by the Mackay Radio, a subsidiary of the International Telephone and Telegraph Corporation, with the exchange of messages between William Phillips, Under Secretary of State, and Senor Don Alejandro Lerroux, President of the Spanish Council of Ministers.

Dr. Alfred N. Goldsmith, with Chairman L. F. Curtis of the Radio Manufacturers' Association Police Radio Committee, and E. L. Nelson, of the Bell Telphone Laboratories, is cooperating with Chairman Graham of the RMA Engineering Division in preparing data on police radio specifications.

Possessing a number of improvements over its predecessor, the Crosley Roamio "106", designers of the new model Roamio "103" have included such features as the Syncronode "B" Eliminator, Automatic Volume Control, Tone Control, 6-in. Floating Moving Coil Dynamic Speaker, Tennaflex and Under-car Antenna. The new model will retail complete with tubes for $44.50.

A supplemental code of fair trade practices to the basic electrical code is proposed, together with possible changes in the labor provisions and the "open price" section of the present code will be considered at a hearing of the electrical code, which includes that of the radio manufacturers, to be held in Washington, Thursday, Jan. 4.

The Board of Directors of the Radio Manufacturers' Association will hold its first meeting in the new year Thursday, January 11.

Denial of a construction permit to erect a 250 watt station at Modesto, Calif., to operate daytime on a frequency of 740 kilocycles was recommended by Ralph L. Walker, Federal Radio Commission Examiner. Paul D. P. Spearman appeared in behalf of Station WSB, Atlanta, which is on the 740 frequency.

The new broadcasting station of the Hungarian Government recently opened at Budapest is one of the most powerful in the world and has an antennae mast which is higher than the Eiffel Tower. The equipment for this 120 k.w. station was supplied by the associated company in Hungary of the International Telephone and Telegraph Corporation and the antennae tower was designed by the Blaw-Knox Company of Pittsburgh.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Dec. 22, 1933)

KDKA, Westinghouse Elec. & Mfg. Co., Pittsburgh, Pa., C.P. to make changes in equipment; WLBC, Donald A. Burton, Muncie, Ind., authority to operate simultaneously with Station WTRC from 6:30 to 7:30 P.M. CST, on January 1, 5, 11, 20 and 26, 1934; WJBI, Monmouth Broadcasting Co., Red Bank, N. J., authority to remain silent on Dec. 25th; WILL, University of Illinois, Urbana, Ill., authority to operate simultaneously with Station KFNF during the American Historical Assoc. Annual Convention and Univ. of Ill. Annual Farm and Home Week Program, special days and specified hours; WHAT, Independence Broadcasting Co., Inc., Philadelphia, Pa authority to remain silent on Dec. 25, 1933; WNYC, City of New York Dept. of Plant and Structures, New York, temporary authority to operate from 1 to 5:30 P.M., EST on Monday, Dec. 25, instead of designated time of 8½ hours, 9 A.M. to 5:30 P.M.; WCAP, Radio Industries Broadcast Co., Asbury Park, N. J., authority to remain silent on Dec. 25; WGES, Oak Leaves Broadcasting Station, Inc., Chicago, Ill., special temporary authority to operate from 11 A.M. to 1 P.M. CST, Dec. 25th; WKBV, Knox Battery & Elec. Co., Richmond, Ind., renewal of license in accordance with existing license which expires Jan. 1, 1934; WHDL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., same grant.

Also, WODX, W. G. Austin & W. O. Pape, Receivers, Mobile, Ala., temporary license from Jan. 1, 1934 and set for hearing the application to involuntary assignment of license from Mobile Broadcasting Corp. to W. G. Austin & W. O. Pape, Receivers; KUJ, KUJ, Inc., Walla Walla, Wash., extension of specified exp. authorization to operate unlimited time experimentally to July 1, /934; WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., cancellation of special temporary exp. authority reducing hours of operation from unlimited to daytime only, effective Jan. 1, 1934 (station normally licensed for daytime only); WHDF, The Upper Mich. Broadcasting Co., Calumet, Mich., special temporary authority to operate specified hours Dec. 24 through Jan. 1, 1934; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special temporary authority to operate from 12:30 to 2:00 P.M. CST, on Dec. 25, and on Jan. 1, provided KFDY remains silent; WHP, WHP, Inc., Harrisburg, Pa., special temporary authority to operate from 10:30 to 11:30 A.M., 1:3o to 2:30 P.M. and 4 to 4:30 P.M. EST on Dec. 25 and Jan. 1; WAZL, Hazelton Broadcasting Service, Inc., Hazleton, Pa., special temporary authority to operate a maximum of 4 hours daytime only, simultaneously with WILM, for period beginning 3 A.M. EST, Jan. 1, and ending 3 A.M. EST, July 1, 1933; William F. Chaplin, Hot Springs, Ark., reconsidered and granted application, heretofore set for hearing, for new station to operate on 1500 kc. 100 watts, daytime hours.

Also, WOG, American Tel. and Tel. Co., Ocean Gate, N. J., and WKF, Lawrenceville, N. J., modification of license to add frequency 4252.5; W1OXV, National Broadcasting Co., Inc., Portable and mobile, Sec. Ext. license, frequencies 17310, 23100, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000-400000, 401000 kc. and above 15 watts; American Airways, Inc., on Aircraft (Chicago), authority to operate on aircraft station as a broadcast pickup station on Dec. 25th, in connection with Christmas broadcast. City of Amarillo, Tex., C.P., gen. Exp. frequencies 20100, 33100, 37100, 40100 kc., 15 watts; City of Piedmont, Cal., general experimental C.P., frequencies 30100, 33100, 37100, 40100 kc., 15 watts; same for 4 stations, except 2 watts power; City of South Bend, South Bend, Ind., C.P. for police service, 2470 kc., 100 w.

Also, Aeronautical Radio, Inc.: KGUA, El Paso, Tex., WQDP, Atlanta, Ga., KGUT, Robertson, Mo., WSDK, Memphis, Tenn. C.P. to install new transmitter; WQDQ, New Orleans, C.P. to move transmitter from New Orleans to approximately 10 miles from the city; WAED, Middletown, Pa., C.P. to move transmitter from Middletown to Harrisburg, Pa.; Seattle, Wash., C.P., frequencies 2854, 3005 kc., unlimited, 5377.5 kc. day only, 400 watts; WEEP, Newark, N. J., license, frequencies 2922, 2946, 2986, 4122.5, 5652.5 kc., 15 watts; WMEV, Opa Locka, Fla., license, 2930, 6615 kc., 400 watts; RCA Communications, Inc.: WES, New Brunswick, N. J., modification of license to change location to Rocky Point, and change normal transmitter; WKJ, Rocky Point, N. Y., modification of license to change location to New Brunswick, N. J. and change normal transm.

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HEINL RADIO BUSINESS LETTER

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No. 685

RADIO IN THE SOVIET UNION

During the first five-year plan the entire radio system of the Soviet Union was thoroly reconstructed and extended. The following table shows the number of stations, their power, and also the number of receiving points in the USSR:

	1928	1930	1932
Number of stations..	23	53	66
Power of the stations (kilowatts)..	126	395	1,702
Number of receiving points.....	350,000	1,200,000	2,800,000

In the last five years the number of radio stations has increased almost three times, their power thirteen and a half times, and the number of receiving points eight times. This has caused a considerable increase in the number of radio listeners, which, in 1932, was estimated to be between ten and twelve million. This figure, according to the Soviet Union Review, is based on the fact that usually every receiving point is used by a family of several persons and that many sets are collectively used in workers' clubs, village reading-rooms, army barracks, and communal living quarters.

Every nationality in the Soviet Union may have programs broadcast in its own language. Fifty different languages are used in broadcasting.

The system of local broadcasting points, organized in large industrial enterprises and many SOVHOZES and KOLHOZES is widely developed. These points function almost entirely independently, organizing radio-newspapers and concerts. These local stations also frequently relay the programs of the central stations, or send their programs thru them. On October 1, 1928, there were 27 local stations, on January 1, 1931, there were 962, and at the end of 1932 approximately 3000.

The special radio broadcasting of correspondence school courses has also developed to a large degree. During the first five-year plan 125,000 radio study points were formed, making it possible for many thousand workers and collective members to take correspondence work by radio.

The ultra high-frequency system has also highly developed, increasing some twenty times and allowing for sending ahd receiving programs from the district, regional, and republic centers of the most outlying spots in the Urals, Yakutia, Kazakstan, and other distant places. The RAYON, or county, receiving system has grown from 150 to 2500 units, facilitating transmission to the RAYONS.

Ten large radio telegraph centers have been organized in Moscow, Tashkent, Alma Ata, Khabarovsk, Irkutsk, Novosibirsk, Sverdlovsk, Leningrad, Tiflis, and Baku. All these centers are connected with Moscow and their own RAYONS.

Eighty-three new transmitters of 372 kilowatt power, 350 short-wave transmitters for outside RAYON connection, and 250,000 new radio points are planned. Sport arenas are having radio connections installed. The plan for 1933 foresees the receiving of Moscow programs by all regional, district, and republican centers and the sending of their own local programs by these centers to the RAYONS.

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NOTED POLITICAL WRITER BOOKED BY STATION WBAL

Among the outstanding features recently booked by an individual station, is a series of talks on "Public Affairs"over WBAL, presenting to the radio audience Frank R. Kent, one of the keenest political writers and observers of the day. These talks come to listeners at 8.00 o'clock (EST) every Thursday night and, according to Frederick R. Huber, Director of WBAL, these discussions of "Public Affairs" will be continued as one of WBAL's star attractions throughout the winter and spring.

Mr. Kent's appearances are sponsored by the Baltimore Commercial Bank, of which Gwynn Crowther is president. Incidentally, this is one of the few banking houses now on the air.

Frank R. Kent is a Baltimorean. After attending the Johns Hopkins University, he joined the staff of the Baltimore SUN where he has served as political reporter, Washington correspondent, Managing Editor, foreign representative and columnist, his "Great Game of Politics" being a nationally known and followed newspaper column. Mr. Kent is also the author of several books and is a frequent contributor to the leading magazines. In addition to his writing activities, Mr. Kent is also one of the trustees of St. John's College, at Annapolis, and is a member of the Advisory Board, Pulitzer School of Journalism, Columbus University.

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The ultra high-frequency system for plane flight development, instituted some twenty years ago allowing the sending and receiving of voices into the atmosphere, regional, and possible beyond or the ocean surfaces even in the arctic, tropics, Australia, Australasia, and other distant places. The ratio, of course, receiving sets for power upon 180 to 1500 miles, establishing immediately in the radio.

The large radio broadcasting centers have been adopting in history, Toronto, Alma Ata, Kiev, Moscow, London, Novosibirsk, Stavanger, Leningrad, Tiflis, and Rome. All these centers are connected by city boxes and large and factors.

Clear-cut are transmitters of the different power, and short-wave transmitters for outside broadcasting, and 40,000 over small power are planned. Short waves are having really wonderful installations. The plan for 1935 includes the operation of Moscow programs by all regional stations, and relaying short-wave and the sending of short by local programs by these centers to the nation.

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WHEN POLITICAL "SPIRIT" ENTERS AT STATION WHAT

Among the political factors currently coming to an individual station, is a series of talks on "Public Affairs" Committee, presenting to the radio audience first at least, one of the leading political activity and conferring of the day. Under this name to listeners or at of citizens (Bill) every Thursday night, according to Frederick W. Ruth, Director of Committee, Radio Station "Public Affairs" will be continued as one of Ruth's other activities throughout the winter and spring.

Mr. Ruth's programs are sponsored by the Milwaukee Commercial Club, of which Frank Crowley is president. Incidentally, this is one of the few meeting rooms for on the air.

Frank A. Hart is a Milwaukee. Later attending the Lake Forest University, he joined the staff of the Milwaukee and spent the entire as political reporter, "Milwaukee Journal", Evening Sentinel, Evening Sentinel, Morning Sentinel. Certain journalistic "First Case of Politics" being a particularly funny one involving "or Salem. Mr. Hart is also the author of several books.

Mr. Hart is a Trustee of Lake Forest University, in the Milwaukee Station to the Milwaukee University, Mr. Hart is also one of the trustees of St. John's College, St. Benedict, and is a member of the Milwaukee Forum, Milwaukee Council of Foreign Affairs, Columbia University.

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RADIO MANUFACTURING SPEEDS UP IN CANADA

In Canadian radio manufacturing industry, practically at a standstill during the greater part of the current year, experienced a sudden spurt in September and now is operating at full capacity, according to Consul Damon C. Woods, Toronto.

The largest manufacturing company is reported to be 2,000 sets behind its orders. Employment in the radio factories of Toronto, the center of the Canadian industry, is practically twoce that of a year ago.

Export shipments, the report points out, are made by one large Toronto radio manufacturer to sixty-eight oversees markets. Its export trade now exceeds its domestic business and it is hoped to double its foreign business in 1933.

The manufacture and assembly of radio sets in Canada supply the entire domestic and export trade, although many of the parts are imported from parent companies in the United States. For the twelve months ending October 31, 1933, total imports of radio tubes from the United States amounted to $64,641 and imports of radio apparatus $925,113. The corresponding figures for last year were, respectively, $53,904 and $1,897,194. The 50 per cent decline in imports of radio apparatus, the report states, indicates the growing use of Canadian materials by local manufacturers.

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URGES NEWSPAPERS TO ACCEPT 10-POINT PLAN

"End the newspaper-radio 'war'!" is the advice of the EDITOR and PUBLISHER, trade journal of the newspaper profession.

"With the least possible delay organized journalism should move to ratify the generous, intelligent and practical 10-point plan formulated and agreed upon by representatives of the press, press associations and services and chain broadcasters. It involves sacrifices on all sides, but it comes directly to a point of mutual advantage", the EDITOR and PUBLISHER says editorially.

"In this hectic day there is so much in business that borders on sheer insanity - the traditional long-view commercialist sometimes seeming to be well-nigh extinct - that we took actual delight last Saturday in telling the newspaper and advertising world of a radio-press agreement which smacked of rationality and was conspicuous for fairness. Here was a group of sensible men who did not need to be dragooned by some dictator into doing right."

"See what the 10-point plan means : Press and radio, equally committed to public service, were drawing near to an open and selfish fight, due to radio's encroachment on the newspaper's established preserves, followed naturally by reprisal measures.

For six years both sides permitted a dangerous antagonism to grow and drift."

"The press of the nation, through three responsible news agencies, spends annually between $15,000,000 and $20,000,000 to collect and disseminate current news, bulwark of democracy, most lavish and responsible reporting the world has ever known. This news is property and deserves to be protected. There has been silly talk that radio, if it wanted to use this material, should buy it. What could radio pay to compensate the press for such loss? Owing to physical limitations the air services could only skim the cream from the news pan. Its relatively limited financial resources would not go far in covering the $1,500,000 monthly news bill."

"For a long time (far too long in our view) radio used newspaper news with credit. Its "commentators" would sit at the microphome reading news hours before it could be distributed in the press over a metropolitan community. Many editors felt this a great injustice, not only to their province, but to good public policy. News cannot always be told, in fairness to free institutions, in bulletin form. The detailed account makes for proper ventilation of a democracy. So, as many editors believe, radio's news flashes definitely contributed to superficiality in public thought, the while robbing the press of its first blush of impelling interest."

"Associated Press directors no doubt will bring the matter up at their meeting on Han. 9. Probably they will call for another membership referendum. This is a slow process, but it is hoped it will only be a matter of weeks before the cooperation is permitted to start. We confidently believe the rank and file of A. P. members will accept the new plan. The system as now operating is ridiculous and will lead to irreparable damage. It's no time to destroy when the whole nation is bent on reconstruction. The independent radio interests, organized as the National Association of Broadcasters, Alfred J. McCosker president, have yet to give formal assent. As might be expected, they will hold out to the last, for they have in instances been free in their use of local news, reckless of local newspaper rights. However, they can scarcely risk standing out for selfish reasons, incompatible with public policy, if all other interests are agreed."

"To avoid further waste and cross-purpose and to assure mutual benefits of incalculable worth, the "war" should end now, permitting both radio and press to rear their separate castles in the spirit of mutual respect and fair play. It is doubtful if such favorable auspices as the 10-point plan affords will again be available."

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PRESSLEY IS NEW ZENITH CHIEF ENGINEER

E. F. McDonald, Jr., president of Zenith Radio corporation, announces the appointment of Jackson H. Pressley as chief engineer in charge of the entire Zenith engineering department and laboratories. Mr. Pressley was graduated from the University of California.

He served with honors during the World War and while in army radio laboratories, his work comprised research, development, and design of a wide variety of radio problems and apparatus. This included radio receivers and transmitters having ranges from a few miles to several hundred miles, and also radio telephone transmitters as well as receivers for ground use and aircraft. His work also involved many special problems such as direction finders on which he has several patents relative to this branch of radio. Part of his work during the World War was spent with E. H. Armstrong in the development of his first superheterodyne receiver.

After the war Mr. Pressley entered the U. S. Army Signal Corps radio laboratories as radio engineer and was appointed chief engineer of these laboratories in 1922. In 1928 he became Assistant Chief Engineer at the Hazeltine Corporation. In 1929 Mr. Pressley went with the U. S. Radio & Television Corp., as Chief Engineer and later as Vice-President in charge of production and engineering.

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SEE DILL'S COMMISSION ATTACK AS CAMPAIGN RED FIRE

There are those in Washington who regard the attack of Senator Dill on the Federal Radio Commission as the opening gun of his campaign for re-election next year.

"It is true Senator Dill has it in for the Radio Commission and has had ever since they turned down his proposition providing that two stations may broadcast simultaneously on a clear channel if they are 2300 miles apart" a critic of the Senator said" Senator Dill was embarrased by the failure of this regulation as it kept several stations in his state of Washington from increasing their power as he assured them they would be able to do!

"However the Senator knows well that the Commission has not the authority to regulate and censor advertising as he suggests. He also knows that every member of the Commission quakes and fears that the body may be dissolved when he declares that they have nothing to do and are doing it. The latter assertion is really not far from the truth nevertheless the Senator seems to delight in telling them so.

BUSINESS LETTER NOTES

Radio broadcasting has reached maturity without having gone through those wildcat early years that have marked the childhood stage of so many great activities, William S. Paley, president of Columbia said in a New Year statement.

"Nothing could have demonstrated its soundness, its vigor and its maturity better than its sure, unwavering strides in 1933." Mr. Paley continued, "in the year just closing the depression hit us. The blow came to us last of all, and I think it should be a deep source of satisfaction to all Americans that it was unable to slow our forward movement."

"If it is of public significance that we were the last to feel the depression, I think it is also significant that we have been among the very first to recover. This recovery is added evidence of our sound and permanent place in American life as a medium of entertainment, instruction and advertising."

Charles H. Berkeley, father of K. H. Berkeley, manager of Stations WRC and WMAL in Washington, died of heart failure after a long illness. Mr. Berkeley, Sr., who was 57 years old, was a native of Washington and had lived there practically all of his life.

George Durno writing for the McClure Newspaper Syndicate makes this observation with regard to the President's Communications report:

"Secretary of Commerce Roper is going to watch Congress work out a solution to the communications problem without interference. President Roosevelt has suggested the alternative of letting telephone, telegraph and radio (1) remain as they are, (2) become monoplies under strict government supervision or (3) be taken over by the government!

"That pretty well leaves No. 2 as the outcome but Roper isn't going to draw up any bill providing for an Administrator of Communications with his name attached to it. He'll just be on hand with advice."

Mr. Durno has this to say about the proposed Food and Drugs Act:

"The administration is still behind the Tugwell Bill with all the influence it has but wishes now the Professor's name

[illegible]

hadn't been so prominently identified with the original draft."

"All the patent medicine boys have been building up a backfire against "the young college theorist." (As a matter of fact, Tugwell is 42 and has made a most intensive study of the food-drug-cosmetic problem!) But the net result seems to be since the hearings that everybody and his brother are going to take a whack at rewriting the bill.

"The New Dealers have concluded it's bad business to attempt to draft legislation and send it on to Congress for a rubber-stamp okay. There's every indication that endorsements of administration desires won't be bouncing off the ink pad as fact this coming session as they did last."

A dinner dance attended by 500 members of society was given by Mr. and Mrs. A. Atwater Kent, in honor of their debutante daughter, Miss Virginia Tucker Kent. The entire first floor of the Bellevue Stratford Hotel was given over to the event.

The debutante was presented at the Court of St. James's last May.

A welcome to Station WAVE, Louisville, Kentucky, when it joins the National Broadcasting Company networks on Saturday, December 30, will be extended over an NBC-WEAF hookup at 12:00 midnight E. S. T.

The opening last Saturday of radio telegraph transmitting and receiving stations at Chicago, New Orleans and Seattle by the MacKay Radio and Telegraph Company, marks an important extension of the only point-to-point radio communication network in the United States. These points will be in addition to the service now given between New York, San Francisco, Los Angeles and Portland, Oregon.

A novel feature demonstrated by O. B. Hanson when the New York Electrical Society visited the Radio City studios, was the separation of the several traffic lanes which penetrate and intermingle in the new studio structure. Thus tourist sightseers can pass through the studios, by way of corridors which overlook the broadcast stages, yet without at any time contacting the performers in the broadcasts, or contacting the NBC announcers, engineers and attendants, -- since

all three traffic groups are kept entirely separate. Provision is also made for the audiences who attend the big groadcast features to be segregated from the preceding groups. Meanwhile the studio audio output, the real traffic of the studios, goes out over lines which are kept wholly clear of the communication channels, the order wires, and the monitoring channels.

RMA DEMANDS REPEAL OF RADIO TAX BY CONGRESS

Demands of the radio industry for repeal of the 5 per cent federal excise tax on radio and phonograph apparatus were presented by the Radio Manufacturers Association in Washington, at the hearings of the House Ways and Means Committee.

"The facts are, "said Paul B. Klugh of Chicago, chairman of the RMA Legislative Committee," that the radio industry has been hard pressed since 1929. Many concerns both large and small have been compelled to go out of business and those which have remained have lost huge sums. This 5 per cent excise tax on radio is oppressing a new industry. That the tax has operated to reduce the volume of our business is apparent to everyone."

"Our industry is wholly and entirely working under NIRA and is unanimous in its determination to do everything that can be done to further the program of the Administration for increasing employment. Notwithstanding this determination upon our part, the oppressive tax which has been levied upon our industry has in fact operated to reduce employment. We estimate that if this 5 per cent excise tax is removed that the number of people employed in our industry will be increased by a minimum of 10 per cent and possibly more than 15 per cent."

"We know that the Government needs revenue and it is not our desire to escape our just and fair proportion of the tax burden. Our mind is upon a larger revenue for the Government and not a smaller one. For this reason we advocate and wish to impress this Committee with our sincere belief in the fairness, justness and equity of a general sales tax which would produce the large revenue which the Government requires and which would put all industries upon an equal basis."

Mr. Klugh in the RMA brief and orally to the Committee presented evidence showing that the Treasury originally estimated the returns from the radio tax this year would be $20,000,000, but that the actual taxes received were only about 11 per cent of this estimate. For the Government's fiscal year ending June 1933, the radio taxes collected were $2,206,763.39, the House Committee was told, and for the 10 months of the present calender year ending with

the last available reports in October, the 1933 receipts have been $1,779,456.04 and, Mr. Klugh contended, hardly sufficient to warrent the cost of administration, while burdening the radio industry severely. In no event, it was contended, should the radio tax in fairness be more than the 2 per cent tax prevailing on automobile accessories.

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Major J. Andrew White, formerly of the Columbia Broadcasting System, was divorced in Chicago by Mrs. Katherine Titus White, former Follies girl, in Superior Court.

Mrs. White charged that he deserted her Nov. 15, 1932. She waived alimony. They were married June 7, 1928.

Another name mentioned as a possible backer of George B. McClelland in a third network is William Randolph Hearst and that the latter tried to buy WJR, Detroit. McClelland still keeps mum.

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POLITICAL WRITER KIDS EDDIE DOWLING

"If there is one thing I wish the Administration would go ahead and do and quit threatening to do, it is to appoint Eddie Dowling to the Radio Commission." Carlisle Bargeron writes in the WASHINGTON POST.

"Eddie is the court jester and while placing him on the Government pay roll will be a luxury that previous Administrations have not enjoyed, something must be done with him, soon or late, so the sooner the appointment is made and got over with the better it will be."

"He will be loads of fun on the Radio Commission. It may be that his probable appointment is with a view to sharing him with the country, though at a radio commissioner's salary he comes right high. He is always getting off the funniest jokes you ever heard of. When Jim Farley and the rest of them were at Miami that time, waiting for Mr. Roosevelt to return from his cruise with Vincent Astor, there was a story in the papers that Eddie had pulled off the best joke yet--that he had called up some prominent man by long distance at 6 o'clock in the morning and made as if he was Mr. Roosevelt. Gosh, that must have been funny

"The question arises, though, why they don't put Eddie on the radio air instead of the commission."

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SUGGESTS AUTO RADIOS RECEIVE WEATHER BROADCASTS

Automobile radio receiving sets capable of receiving weather broadcasts from Department of Commerce aeronautical radio stations were suggested by Rex Martin, Assistant Director of Aeronautics, in aletter to radio receiver manufacturers. Mr. Martin, pointed out that automobile drivers could receive these Broadcasts if the sets available for installation in automobiles were capable of receiving the frequencies between 200 and 400 kilocycles.

"Knowledge of weather conditions along the route ahead of him would be of great value to the automobile driver during a cross-country trip," Mr. Martin said. "If he learned by radio that he was approaching rain, ice or fog, hi might detour along a route with more favorable conditions, and even if he continued his trip as planned, he would be prepared in advance for the conditions which he would encounter. This information would be particularly useful at night and during drives over mountain roads."

"Some automobile drivers tell us that they already depend upon these weather broadcasts for guidance in planning trips, and listen for the broadcasts en route if they had sets which would receive them. Automobile test tracks and automobile clubs also make use of the weather reports."

"There are sixth-eight Department of Commerce stations which broadcast weather reports at frequent intervals throughout the day and night, and these broadcasts may be received in virtually any part of the United States. They are transmitted for pilots, but also could be received by motorists without any interference with service rendered to airmen. I doubt if the cost of constructing automobile radio receiving sets so that they could operate both in the commercial bands and in the range of 200 to 400 kilocycles would be prohibitive, and I have suggested to the radio receiver manufacturers that they might find it profitable to study the possibilities of a set with these capabilities."

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BELIEVES BROADCASTERS MAY COME INTO PICTURE THIS SESSION

An engineering authority in Washington sharply disagrees with the theory that the communications situation alone will be considered during the forthcoming session of Congress and that broadcasting will not be considered.

"Communications and broadcasting are so closely related that one can be tampered with without affecting the other" this

authority said"they cannot set up regulations for point-to-point communications without regard to the program end of broadcasting."

"It is all part of strategy to lull the broadcasters asleep to give them the idea that their interests will not be considered at this time" another observed" The Administration radio leaders are throwing out the impression that nothing will be done to the program people, yet at the same time the leaders, with the quiet backing of the newspaper people, are greasing the skids for a coup de etat aimed at the broadcasters who will wake up to find themselves facing a very definite program to regulate them with regard to rates they may charge for advertising, the amount of profit they may make, and so on."

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LARGE ASCAP MELON REPORTED

The American Society of Composers distributed the largest royalty melon in the history of the organization VARIETY reports.

"The amount split up among the members totalled approximately $500,000" the theatrical publication continued "the Society in the year passed around about $600,000 more than it did in 1932."

"Responsible for the major part of the current year's jump in income was radio. Reopening of a large number of theatres this fall also helped out the Societ's exchequer. Another source of important support the past few months have been the beer gardens."

"A proposal that the salaries of the officers of the Society be boosted back to where they were a year ago was rejected by the Board of Directors."

"Before the cuts went into effect Mills was getting $50,000 a year, Gene Buck president $35,000 and Raymond Hubble, executive secretary $10,000. Slash taken by Mills and Buck amounted to $10,000 each, while Hubble's annual figure became $6,500."

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N. R. A. GRANTS STAY TO RADIO MANUFACTURER

The N.R.A. through division Administrator, Malcolm Muir, has announced the grant to the Johnsonburg Radio Corp., Johnsonburg, Pa., of a stay until April 1, of the wage provisions of the Code of the Electrical Industry.

The order of approval provides that the stay is contingent upon the Johnsonburg firm immediately putting into effect a minimum wage rate of not less than 80 per cent of the minimum provided for in the Electrical Code.

HEINL RADIO BUSINESS LETTER

July - Dec. 1933.